ULY 16, 1956

35c PER COPY

BROADCASTING TELECASTING

MPLETE INDEX
Page 10

THIS ISSUE:

Report Urges
Uhf Move Now
Page 27

Vitnesses Disagree
On Blacklisting
Page 29

use Charges FCC
Easy on Networks
Page 31

tworks Get Ready
Costly Conventions
Page 35

ision Group Gets
ontrol of Warners
Page 53

25TH year

BUSINESSWEEKLY OF
O AND TELEVISION

New and Improved Facilities—

Location: 3 East 54th Street
Effective Date: July 7, 1956
Tower Height: 6th Floor
Power: Maximum
Wave Length: MU. 8-0200
Coverage: Leading Markets Of The Nation

to Deliver the Goods Even Better

Despite our move to larger offices just several years ago, meeting the mushrooming requirements of station representation has made this further expansion necessary.

It's symbolic of what is happening to the representation of radio and television stations, which is fast entering a new era of specialized services. It is as radically different from what it used to be as the industrial techniques of today are to man working alone.

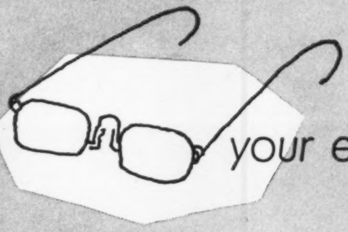
It is only logical that the Petry Company pioneered this new era. We were present at the birth of National Spot Radio—as the first exclusive national station representative. National Spot was chaotic at the time. The Petry Company pioneered in transforming the chaos into the great medium National Spot Advertising is today.

So, in addition to welcoming the increased space and more comfortable working conditions, we hope our move will be another important stride forward toward making National Spot Advertising even a more powerful medium than it is today.

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



keep your eyes on this market

the greater Wheeling market

The booming Greater Wheeling market, comprised of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in America! WTRF-TV, Wheeling, serving 312,400 TV homes, has kept pace with the march of progress. Every accredited method of audience measurement indicates WTRF-TV is by far the most popular TV station in this important market—the number one advertising medium in America's industrial heartland—

the "rich Ruhr Valley of America!"

''a station worth watching''

wtrf-tv

CHANNEL 7

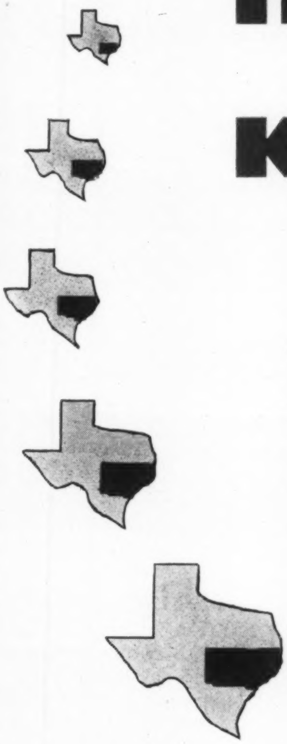
Wheeling 7, West Virginia

For availabilities and complete coverage information—call Hollingbery,
Bob Ferguson, VP and GM, or
Needham Smith, SM
Wheeling 1177.

NBC

316,000 watts
Equipped for network color

Reaching a market that's reaching new importance!



IN TEXAS
IT'S
KGUL-TV

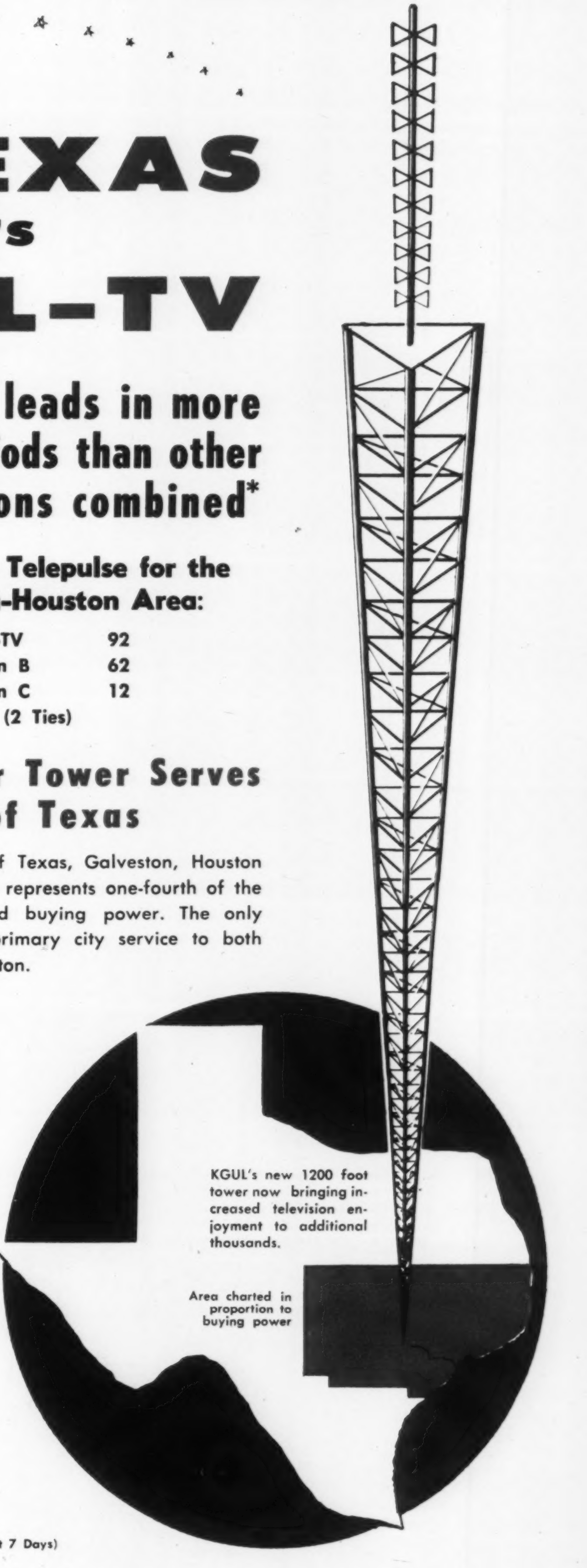
KGUL-TV leads in more prime periods than other two stations combined*

In the May Telepulse for the Galveston-Houston Area:

KGUL-TV	92
Station B	62
Station C	12
(2 Ties)	

New Super Tower Serves ¼ of Texas

KGUL-TV's section of Texas, Galveston, Houston and the Gulf Coast, represents one-fourth of the State's families and buying power. The only station delivering primary city service to both Galveston and Houston.


KGUL's new 1200 foot tower now bringing increased television enjoyment to additional thousands.
Area charted in proportion to buying power

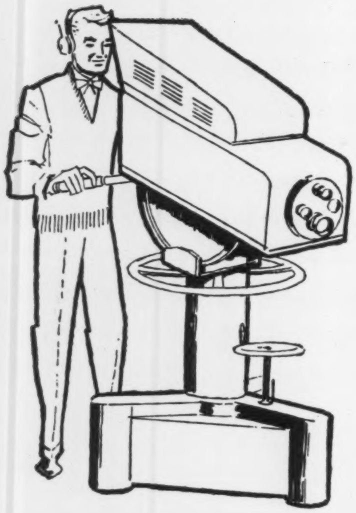
kgul TV 11

GALVESTON, TEXAS

Represented
Nationally
by CBS
Television
Spot Sales

*(Source: Telepulse, May, 1956, 1/4 Hour Wins 6 P.M.-Midnight 7 Days)

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



First in the West with

COLOR·TV

...KRON-TV, San Francisco's
Pioneer Color Station

KRON-TV now maintains its leadership

...with a series of
hard hitting color
clinics where local
advertisers can see
their packages, products
and display material
on closed circuit
color TV.

FIRST IN THE WEST with...
NETWORK COLOR PROGRAMS
LOCAL LIVE PROGRAMS
COLOR FILM PROGRAMS
COLOR SLIDES

San Francisco
KRON-TV

Affiliated with the S. F. Chronicle
and the NBC-TV Network on Channel 4

Represented Nationally by
Peters, Griffin, Woodward, Inc.

closed circuit.

WIND FOR SALE? • WIND Chicago, fabulously successful independent headed by Ralph Atlass since 1930, may be sold to one of four current bidders with offers in $6 million area, which would be highest price in history for radio station. Station reportedly grosses in excess of $3 million with net before taxes having run $1 million-plus during each of past five years. Biggest price on record to date is last year's sale of WNEW New York, independent, for $4.1 million.

B•T

RALPH ATLASS is 11% stockholder in WIND. H. Leslie Atlass Jr., his nephew and son of vice president of CBS in charge of Central Division, is trustee of 29% for himself and his brother and sister; Chicago Daily News *owns 27%; Mrs. Wm. Wrigley and her three children own 26%, and John T. Carey, commercial manager, holds 5%. There was no inkling as to bidders, but it's understood they include both Chicago and out-of-town interests. Station operates on 560 kc with 5 kw fulltime. While offers are being considered, there's no assurance that owners will sell.*

B•T

WCAU GOES TO SCRANTON • Conversations looking toward acquisition by WCAU Inc. Philadelphia of 50% interest and voting control of Scranton Broadcasters Inc. (WGBI-AM-FM-TV) for about $650,000 were in progress last week. WCAU Inc. would acquire 15 of 20 shares of voting stock and 10 of 30 shares of non-voting stock, equalizing holdings, from Megargee family. WGBI, established in 1926, operates on 910 kc with 1 kw day, 500 w night, and is CBS affiliate. Ch. 22 WGBI-TV began operation in 1953 and is CBS-TV affiliate. If transaction is completed, with subsequent FCC approval, WCAU Inc. President Donald W. Thornburgh will supervise Scranton operations.

B•T

MILTON BIOW, former head of his own advertising agency, The Biow Co., understood to be opening offices at Savoy Plaza Hotel in New York, to act as advertising consultant.

B•T

SECRET SESSIONS • Steeped in mystery and intrigue were appearances last Thursday and Friday at closed session of full House Judiciary Committee of CBS Inc. President Frank Stanton and FCC Comr. Robert E. Lee. Both were pledged to secrecy by Chairman Emanuel Celler (D-N. Y.), though stenographic record was kept. Dr. Stanton testified Thursday afternoon, returned to New York overnight because of illness of Mrs. Stanton, and flew to Washington again Friday morning for 9:30 a.m. appearance. Comr. Lee was on stand Friday afternoon.

WHILE no word seeped out of committee, it was generally thought that questioning might have centered around data gathered by committee from network files and from investigation conducted earlier this year by Evins subcommittee, going into trips made by commissioners, expense accounts, and other so-called extra-curricular activities. Reactions generally were that neither executive session witness fared badly.

B•T

MATTER OF MONEY • What's keeping Crowell-Collier from filing for FCC approval of its $16.5 million purchase of Bitner radio-tv stations? It's reliably reported C-C has had trouble getting bank money at terms it wants but has reason to think money will be available soon. That's real reason for joint announcement last week by Paul C. Smith, C-C president, and Harry M. Bitner Sr., chairman of Consolidated Radio & Television Broadcasters Inc., that deal is "proceeding as speedily as possible" (see story page 70).

B•T

LONGER Crowell-Collier delays in submitting its Bitner purchase to FCC, closer it gets to fast-approaching deadline in sales contract. Contract to sell to C-C provides transfer must clear Commission by Oct. 31. After that, unless Bitner interests give extension, deal is off.

B•T

POWER PARLEY • First membership meeting of newly formed Assn. of Maximum Service Telecasters (AMST) has been called to convene Aug. 10 at Edgewater Beach, Chicago, by Acting Chairman Jack Harris, KPRC-TV Houston. Some 90 stations participated in formation of group, organized to defend full-power tv stations from encroachment, and it's expected 150 stations will be represented at meeting. Group, organized permanently last week (story page 60), already has approved nationwide field strength study of tv coverage under existing FCC standards. Its board last week advised FCC members of planned activity and offered cooperation down line. Greatest concern is being evinced over unverified reports that Senate Commerce Committee may urge fastest possible transition to uhf (earlier drafts since have been modified) (see page 21).

B•T

STAN LOMAS, vice president and commercial tv director, leaves William Esty & Co. to join McCann-Erickson, New York, in executive capacity. Joseph Forest, executive producer in Esty's television commercial department, succeeds Mr. Lomas as vice president in charge of television commercials for agency.

SUMMER RECESS • Final regular meeting this Wednesday of FCC prior to month's vacation may find several docket cases cleared, but number of tv hearing cases, as well as several important transfer actions, will await convening of regular sessions Aug. 29. Cases on which oral arguments recently were heard, such as St. Louis ch. 11 and Charlotte ch. 4, will carry over, as will Miami ch. 10 decision and such transfer cases as $3.5 million sale of ch. 13 WTVT (TV) by Tampa Television Co. to WKY Radiophone Inc. (Oklahoma Publishing Co.), Oklahoma City.

B•T

IF Fetzer-Knorr, et al, $5 million-plus bid for Detroit Tigers is accepted (story page 68), John E. Fetzer, president of Fetzer Broadcasting Co., will become chairman of board; Fred A. Knorr, WKMH Dearborn and owner of other Michigan stations, will become president, with Walter (Spike) Briggs, present partner-owner of American League team, becoming executive vice president.

B•T

INTERESTED PARTIES • Talk by FCC and Senate Commerce Committee of full-scale movement of tv to uhf has provoked unprecedented interest of manufacturers in Washington scene. They recognize that wholesale move would open vast multi-billion dollar opportunities for replacement of some 33 million vhf-only receivers, but they also deplore effect of such talk now on sales of vhf-only receivers in stock. Few expect full-scale uhf move for some years, if at all.

B•T

REAFFIRMATION by FCC of faith in uhf, through its proposed deintermixture orders, has sent top receiving manufacturers back to laboratories in effort to produce engineeringly feasible uhf tuner rather than "piggy back" types now being employed in limited number of sets produced. Mass production of such tuners should result in sharp cut in all-band set price from existing $30 average for uhf tuner, according to informed manufacturer opinion.

B•T

SILENT BUT SEETHING • There's quiet seething among tv stations over what they call unrealistic timing of next Friday's civil defense alert, which silences every broadcast station from 4:10-4:25 p.m. (EDT), except Conelrad participants. One major broadcast group has politely asked FCC why tv stations must lose entire 4:00-4:15 p.m. segment for quarter-hour programs when test could be just as efficient by letting tv stations stay on air until end of that 15 minute segment.

4 looks at the way Kansas City listens

All agree: It's WHB

March-April, 1956
Metro **Pulse:** WHB 1st
360 out of 360
¼ hours in and out of
home, Mon.-Fri. 6 a.m.-
midnight

Latest available
Area **Pulse:** WHB 1st
263 out of 288
¼ hrs. . . . with 25-2nd
place ¼ hrs., Mon.-
Sat., 6 a.m.-6 p.m.

March, 1956
Area **Nielsen:** WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-
midnight

Feb.-May, 1956
K. C. **Hooper:** WHB 1st
248 out 260 ¼ hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WQAM,* Miami
Represented by
John Blair & Co.

* *Transfer subject to FCC approval.*

at deadline

Storer Trains Sights On WMUR-TV Manchester

APPLICATION for FCC approval of purchase of ch. 9 WMUR-TV Manchester, N. H., by Storer Broadcasting Co. for about $850,000 from Francis P. Murphy filed Friday with FCC. Offering to divest itself of one of existing v's "if required to do so," Storer also asked permission to move WMUR-TV transmitter location to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 airmiles from Boston) and to boost power to maximum 316 kw.

WMUR-TV began operating in March 1954 and is affiliated with CBS and ABC. It is represented by Forjoe Inc. Storer, whose purchase last month of ch. 3 KSLM-TV Salem, Ore., is still pending FCC approval, owns am, fm and tv stations in Miami, Fla.; Detroit, Mich.; Toledo, Ohio; Cleveland, Ohio, and Atlanta, Ga.; am and tv stations in Birmingham, Ala.; tv in Portland, Ore., and am-fm in Wheeling, W. Va.

If FCC should lift limit on tv station ownership from present seven (five v's, two u's), to coverage of 25% of population, as advocated by Storer and in pending bills in Congress, necessity of selling one of existing Storer v's would be obviated. Storer obviously is interested in Greater Boston market, which presently has only two operating v's.

Also filed Friday was application for transfer of control of ch. 23 WMCN-TV Grand Rapids, Mich., grant to H. & E. Balaban Corp. for $7,500. Exercising its option, H. & E. Balaban Corp. seeks FCC approval so that it will own 50% of Grand Rapids station, and present owners John D. Loeks and Howard W. Freck will own 33.3% and 16.3% respectively. Balaban company will acquire other 40% from E. A. McCready Sr. and Jr.

LONG GREY LINE

LARRY VALENSTEIN, board chairman, and Arthur Fatt, president, Grey Adv., New York, this week celebrate agency's 35th anniversary. Grey started with two-man agency in single office that many years ago. Agency today employs nearly 500 people and occupies offices on several floors at 430 Park Ave. Among accounts: RCA Victor, NBC, General Electric, Gruen watch, Mennen Co. and Procter & Gamble. Original $100 investment in agency has been parlayed into what is expected to be billing of about $40 million in 1956.

Three More Blast Fund For Blacklisting Report

THREE WITNESSES before House Un-American Activities Committee Friday charged that Fund for Republic's blacklisting report (story page 29) was distorted and untruthful in describing activities of private individuals and groups in clearing individuals for employment in radio-tv and rest of entertainment industry.

Paul Milton, representing AWARE Inc., group dedicated to keeping communists and sympathizers out of radio-tv and movies, said persons who have been uncooperative or plead Fifth Amendment before congressional committee now find it hard to get into radio-tv, but some still write for "front" men. More and more "fronters" are having attention drawn to them, he said. He said Red emphasis has shifted from open to underground activities.

Rep. Donald Jackson (R-Calif.) proposed

Continues on page 9, column 3

NBC SCORES WESTINGHOUSE'S QUITTING, STARTS ACTIVELY SEEKING REPLACEMENTS

AFFILIATION of Westinghouse Broadcasting Corp.'s radio stations WBZ Boston, KYW Cleveland, WOWO Fort Wayne and KDKA Pittsburgh terminates Aug. 26 with NBC, currently actively seeking "other radio arrangements" in those markets, letter from Robert W. Sarnoff, NBC president, to WBC President Donald H. McGannon reveals. Letter was sent to Mr. McGannon for his receipt over weekend and its contents to be released by NBC today (Mon.). Westinghouse already had announced it would not carry NBC Radio daytime schedules as of today (see story page 90).

Also being disclosed by Mr. Sarnoff: Westinghouse, in negotiations with NBC, had proposed that "we [network] convert to a program syndication service in radio, under which stations would buy programs from us for local sale." But, commented Mr. Sarnoff, "this would have meant abandonment of our present system of radio network operations." Mr. Sarnoff noted that because this "insistence on special treatment" for Westinghouse stations and WBC's alleged "refusal to accept radio affiliation contracts on normal terms," NBC for "some time" has been providing service to Westinghouse radio outlets without any formal contract. He also observed that WBC in effect had rejected NBC's request (made July 1) that Westinghouse "reserve" its decision to sever affiliation until it had time to "evaluate our new daytime schedule which goes on the air in a few weeks and to discuss the matter further with me." At one point in letter, WBC's action was seen by Mr. Sarnoff as "based on a short-sighted policy" and as not "typical" of WBC management, "which helped pioneer and develop radio with NBC."

Mr. Sarnoff declared that NBC has "dedicated energy and money" as well as "incurred substantial losses" in effort to increase effectiveness of network radio medium. He said NBC Radio affiliates have been supporting network, recognizing "the national importance" of network service "although the changes in the business have reduced the revenue and audience they obtain from the radio network." Mr. Sarnoff declared Westinghouse's action indicated "no interest in the maintenance for the public" of radio network service, "because the revenue you obtain from network declined in recent years." NBC's president also noted that WBC's move was in spite of its stations developing "important standing" and realization of "millions of dollars in profits" as result of affiliation with NBC Radio.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

OPTIMISTIC BUYER • U. S. Steel Corp., Pittsburgh, although in midst of national steel strike, apparently doesn't expect it to last beyond Thanksgiving. Firm is planning radio spot announcement campaign to start Nov. 6 and run for four weeks. Minutes in morning, with as many as 15 per week, per station, are expected to be used in institutional promotion before Christmas in about 48 markets. BBDO, N. Y., is agency.

233 FOR EX LAX • Ex Lax Inc., N. Y., through Warwick & Legler, N. Y., planning radio spot announcement campaign to start Aug. 13 and run through Dec. 21 in adjacencies to women's shows in 233 markets. Contract usually calls for Christmas hiatus and review of station list for Ex Lax' spring campaign.

PINKHAM PURCHASES • Lydia E. Pinkham Co., Lyn, Mass., through its agency, Harry B. Cohen, N. Y., buying spot announcement campaign in September for 10 weeks in over 100 radio markets and in about 25 tv markets.

'DIGEST' PLANNING • *Reader's Digest,* through its agency, Schwab & Beatty, N. Y., is planning one-week radio-television spot announcement campaign to run early in September in over 25 markets.

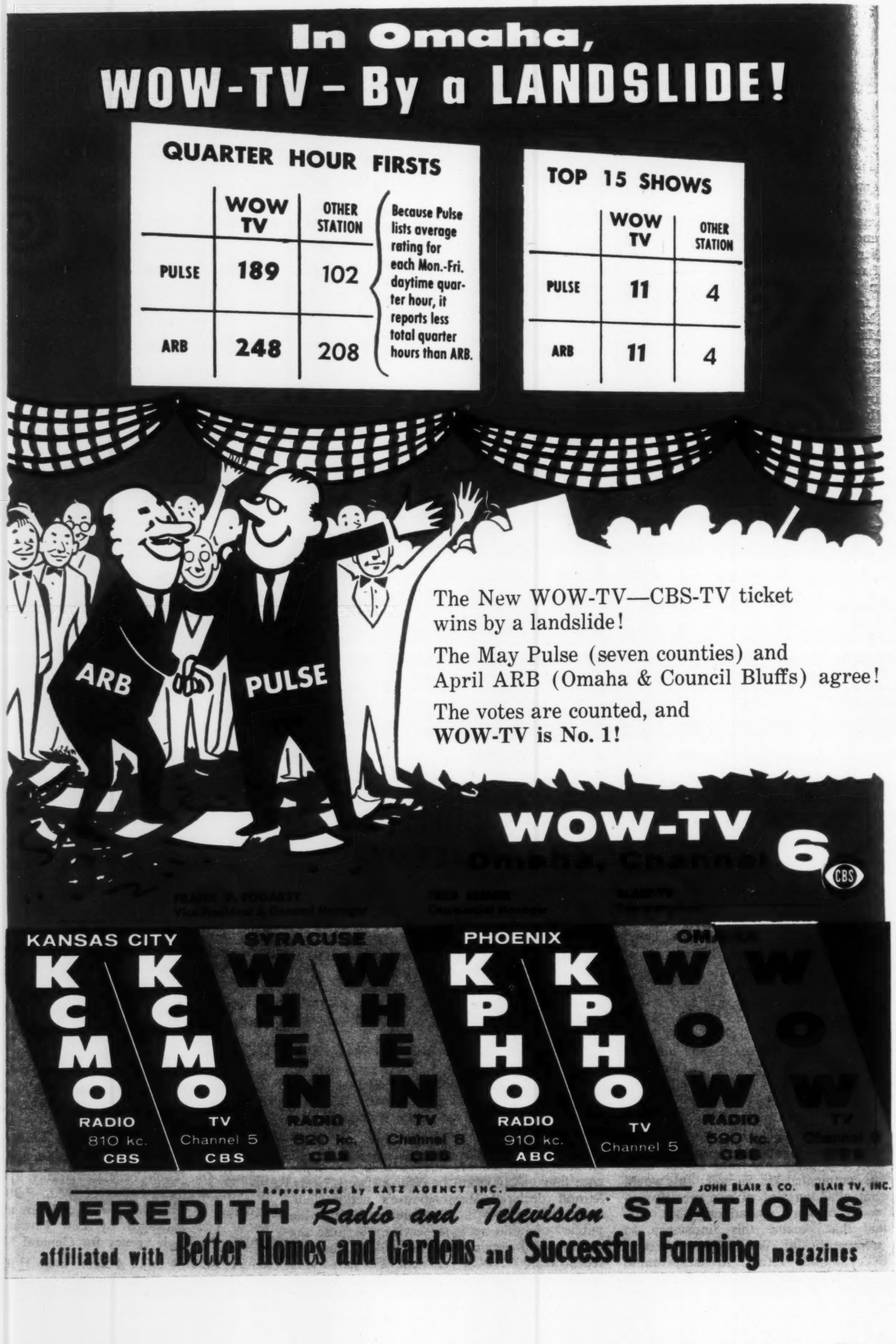
13 WEEKS ON 9 • Union Carbide & Carbon Corp. (textile fiber dept.), N. Y., launching 13-week, nine-station spot radio campaign in Cleveland, Buffalo and Detroit for Dynel fabrics, starting Sept. 17. Agency: Anderson & Cairns, N. Y.

THIRD FOR REVLON • Revlon Products, N. Y., which currently sponsors two tv shows, *$64,000 Question* and *$64,000 Challenge,* both on CBS-TV, understood looking for evening time on any tv network for third program, entitled *The Most Beautiful Girl in the World.* Show, considered by Revlon before *Challenge* was purchased, now is ready to go as third entry for cosmetic firm if time clearances can be solved. BBDO, N. Y., and C. J. La Roche & Co., N. Y., are agencies for Revlon.

KELLOGG BUYS CHIMP • Kellogg Co., Battle Creek, Mich., understood to have signed as co-sponsor for Television Programs of America's new network show starring chimpanzee named "Waldo." Another co-sponsor is expected shortly. Kellogg reportedly looking for network slot in which to place program. Leo Burnett, Chicago, is agency for Kellogg.

TAKES STEP • General Mills, Minneapolis, to sponsor *One Giant Step* [B•T, July 9] starting in November on CBS-TV, Wed., 7:30-8 p.m. Program is quiz show with children and produced and packaged by Lew Cowan office. BBDO, N. Y., is agency for General Mills.

HI-FI BUY • Max Factor Inc., Hollywood, Calif., for its Hi-Fi lipstick, buying participations on *Tonight* on NBC-TV and *Famous Film Festival* on ABC-TV, starting July 19. Agency: Doyle Dane Bernbach, N. Y.



In Omaha, WOW-TV – By a LANDSLIDE!

QUARTER HOUR FIRSTS

	WOW TV	OTHER STATION
PULSE	189	102
ARB	248	208

Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

TOP 15 SHOWS

	WOW TV	OTHER STATION
PULSE	11	4
ARB	11	4

The New WOW-TV—CBS-TV ticket wins by a landslide!

The May Pulse (seven counties) and April ARB (Omaha & Council Bluffs) agree!

The votes are counted, and **WOW-TV is No. 1!**

WOW-TV 6
Omaha, Channel
CBS

FRANK P. FOGARTY
Vice President & General Manager

FRED EBENER
Commercial Manager

BLAIR-TV
Representatives

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

ALLOCATIONS PLAN 'WINDOW DRESSING,' CONGRESSMAN CHARGES; McC DEFENDS IT

FCC was charged with "window dressing" in issuing allocations report last month proposing serious consideration to move tv to uhf in all or major part of country and to deintermix 13 markets. Report is not worth "paper it is written on," Rep. James M. Quigley (D-Pa.) charged during Friday morning session of FCC before House Antitrust Committee (see early story, page 31).

Pennsylvania Democrat claimed that from 1945 on FCC has said tv needs uhf, but it has never done anything for uhf. Latest report is cut from same pattern, he declared. It will do nothing to help uhf stations compete with vhf outlets, he said.

Supported by Rep. John B. Keating (R-N. Y.), FCC Chairman George C. McConnaughey entered spirited defense. That order, he said, is "most progressive thing ever done for uhf. . . . This will be the greatest boon to uhf." He added that Commission is not charged with helping keep solvent failing businesses. Mr. Keating backed chairman's statement, adding that he thought this was "first tangible step to cope with the problem."

Clash was precipitated when committee counsel entered into record FCC report showing that 59 uhf stations had gone off air, 153 had turned in their grants and only 94 remain on air.

Other highlights of Friday hearing:

- Chairman McConnaughey rebutted implication that move to uhf would disrupt industry and obsolete public's investment in vhf sets. He said transition period would help stations and public amortize this investment.
- Chairman McConnaughey said network study group will have some recommendations on revisions of network rules before June 30, 1957, when fiscal funds run out. This was seconded by Dean Roscoe L. Barrow, chief of network study staff, who explained that some facets of study may be ready for action before entire study is completed.
- Committee counsel implied freeze helped establish vhf stations' dominance and aided in helping CBS and NBC arrive at dominant network position. He implied also that Sixth Report helped vhf to detriment of uhf because v stations were able to attain maximum power sooner than u's.
- Chairman McConnaughey stated FCC would not delay final decision on allocations while it waited for industry to upgrade uhf. He said he was sure industry was working on this now and that some answers would be available soon. However, if there is delay, he said Commission will move on its own.

COLD WIND FROM HILL

SHUDDER swept radio-tv executive circles at week's end after report that House Antitrust Committee had recommended FCC establish jurisdiction over "exorbitant" salaries paid broadcasting officials.

Actually, committee counsel Herbert N. Maletz was quizzing FCC General Counsel Warren Baker when he ventured opinion that FCC should take into account profits and "mismanagement" of stations when considering whether to renew a license. Asked what he meant by mismanagement, Mr. Maletz replied: "I am supposing that the station licensee is paying exorbitant salaries to the executives of the station."

Mr. Baker replied that that might mean stockholders were not getting their share of profits. But that, Mr. Baker added, was no concern to the FCC.

Corpus Christi, New Orleans Final Decisions Handed Down

TWO FINAL tv grants—Corpus Christi ch. 10 and New Orleans ch. 4—were issued by FCC Friday, one (New Orleans) in which Commission refused to follow FCC hearing examiner's initial decision. Commission awarded Corpus Christi ch. 10 to K-SIX Television Inc. (KSIX there), supporting January 1955 initial decision of Examiner H. Gifford Irion [B•T, Jan. 24, 1955]. FCC favored Loyola U. (WWL) for last available New Orleans v, going against July 1955 recommendation by Examiner Elizabeth C. Smith, who favored *Times-Picayune* (WTPS) for the channel [B•T, July 11, 1955].

FCC found KSIX (1230 kc, 250 w) superior or equal to two competing applicants in all comparative areas except broadcast experience, where preference was given to Superior Tv Inc. Wrather-Alvarez (KFMB-AM-TV San Diego) holds 50% of Superior stock. KSIX, ABC affiliate, has been on air since 1947. Second applicant denied by FCC, KEYS-TV Inc., is owned one-third each by Sam E. Wilson Jr., Bruce L. Collins (theatre owner) and group associated with KEYS Corpus Christi.

Crux of New Orleans case, FCC found, was past performance record of WWL (50 kw, 870 kc), which Loyola U. has been operating since 1922. Station is commercial outlet and is affiliated with CBS. WWL also was accorded clear preference in area of diversification of communications interests as compared to losing applicants WTPS and WNOE (James A. Noe).

Three More Changes Asked

THREE requests to change overall allocations setup were filed with FCC Friday (see earlier proposals, page 84). Sen. Robert Humphreys (D-Ky.) and Kentucky Governor A. B. (Happy) Chandler asked Commission to allocate ch. 7 to Louisville, making that city three-vhf community (Louisville now is assigned chs. 3 and 11, in addition to uhf chs. 15 [educational], 21, 41 and 51). Other proposals filed Friday: Ch. 28 WNAO-TV Raleigh, N. C., filed supplemental petition aimed at deintermixing Raleigh. WNAO-TV asks deletion of Raleigh ch. 5, assigning same to Rocky Mount, N. C., switching Raleigh educational reservation from ch. 22 to 50, and adding ch. 44 there. Ch. 35 WSEE (TV) Erie, Pa., requested FCC to make that city all uhf, moving ch. 12 (operating WICU [TV]) to Cleveland and changing Erie educational reservation from ch. 41 to 66.

PEOPLE

JACK R. POPPELE, former chief of Voice of America at U. S. Information Agency, has opened radio-tv consulting and management firm at 9 Crest Circle, South Orange, N. J.

BARNEY BRIENZA promoted to advertising manager for Pabst Blue Ribbon beer and ale and **ARNOLD WINOGRAD** to same post for Pabst sparkling beverages. Both have been advertising staff members.

JOHN CHASE STROUSE appointed senior account executive on Carnation evaporated milk at Erwin, Wasey & Co., L. A. He formerly was vice president-account supervisor at Cunningham & Walsh, N. Y.

HAROLD L. TUERS, former advertising manager, Elizabeth Arden and Richard Hudnut, both N. Y., to Product Services Inc., N. Y., as vice president, account supervisor and member of plans board.

CHARLES E. PATRICK, formerly with Emil Mogul Co. and Donahue & Coe Inc., to Doyle Dane Bernbach Inc., N. Y., as account supervisor.

CHARLES MAECHLING JR., Military Relations Dept. of Radio-Electronics-Tv Mfrs. Assn., joins Washington law firm of Shaw & Pittman. He will continue to serve RETMA department in addition to new post.

Funeral services were scheduled Saturday for **W. D. MILLER,** 70, president and owner of KFJI-AM-TV Klamath Falls, Ore., and former owner of KWIN Ashland, Ore., who died early Wednesday morning following long illness.

Dan River Fabrics Set First Major Tv Plunge

DAN RIVER MILLS Inc. (fabrics), Danville, Va., making initial broadcast plunge next Monday with heavy tv participation campaigns in 10 top markets. Firm, heretofore print advertiser, will promote "collector's cottons" through summer and fall on following stations: WAGA-TV Atlanta, WNAC-TV Boston, WBBM-TV and WNBQ (TV) Chicago, WJW-TV Cleveland, KRLD-TV Dallas, KABC-TV and KNXT (TV) Los Angeles, WABD (TV), WRCA-TV and WOR-TV New York, WCAU-TV Philadelphia, KSD-TV St. Louis and KPIX-TV San Francisco. Grey Adv., New York, is agency.

Blacklisting Report Hit

Continues from page 7, column 2

committee subpoena "some" of "gray area" communist suspects (those not yet brought before congressional committee) for hearings to "lift the cloak of anonymity." Rep. Gordon Scherer (R-Ohio) felt purpose of fund report is to reflect discredit on House committee and questioned fund's motives.

Godfrey P. Schmidt, AWARE president, called report "nothing but a partisan political tract." He said AWARE would welcome back those who have lost jobs in radio-tv because of alleged communist affiliations if they will "admit the error of their ways."

Francis J. McNamara, director of Veterans of Foreign Wars' American Sovereignty Campaign and former editor of anti-communist publication, *Counterattack*, called fund report "propaganda . . . slanted . . . full of innuendo, etc."

Statement by columnist Victor Riesel, entered in record, denied he had ever helped "clear" persons in entertainment.

Subcommittee announced hearings this Tuesday and Wednesday in Philadelphia, with actress Gale Sondergaard and several non-industry witnesses under subpoena to testify on probe of Fund for Republic.

the week in brief

ALL-UHF MOVE PUSHED

Senate Commerce Committee considers report asking FCC to expedite move of entire tv broadcast band to uhf; Sen. Thomas Wofford urges present allocation plan be kept 27

BLACKLISTING ARGUED

House Un-American Activities Committee hears testimony that a blacklisting system controls employment of radio-tv talent; other witnesses deny it 29

IS FCC TOO LAX?

House Antitrust Committee charges Commission has not used its regulatory powers to prevent domination of CBS and NBC in either radio or television 31

CONVENTION COVERAGE COSTLY

Despite sponsorship of radio and tv coverage of national political conventions, networks anticipate a $5 million loss on the project 35

GROUP GETS WARNER CONTROL

Syndicate headed by Boston banker Serge Semenenko buys controlling interest in Warner Bros. Pictures Inc. for $17 million 53

CAMTRONIC: TV-MOVIE MERGER

Compatibility and economy claimed for electronic method of filming tv programs developed by Fred A. Niles Productions 53

TOP SYNDICATED FILM PROGRAMS

The 10 top-rated syndicated film programs in 10 major markets in June, as compiled for B•T by American Research Bureau 58

TV ASSOCIATION FORMALIZED

Assn. of Maximum Service Telecasters files papers as non-profit Delaware corporation, following executive committee session in Washington; membership meeting planned for August 60

THREE MONTHS OF COLOR

A report on what WNBQ, NBC o&o tv station in Chicago, has learned in three months of telecasting all local live studio programs in color 66

NBC SPOT SALES PROMOTES FOUR

Dietrich, Lyons, Surles and Gaffin advanced by NBC station representative division 72

WBC PROGRAMMING LOCALLY

Radio stations of Westinghouse Broadcasting Co. are substituting own programs for NBC daytime schedule in line with listening trends, WBC executives state 90

HOTELS' OWN COMMERCIAL TV

Closed-circuit video systems being launched at two New York hotels in September will offer own programming and sell commercials 93

'GAW' FOR TALENT PROPOSED

AFTRA executive secretary suggests union might seek "supplementary unemployment benefits" like those in automobile industry 94

CBS STOPS SET MAKING

CBS-Columbia, radio-tv receiver manufacturing division of CBS Inc., closes down after five years; record and tube divisions to continue 96

departments

Advertisers & Agencies 40
At Deadline 7
Closed Circuit 5
Colorcasting 49
Editorials 116
Education 100
Film 53
For the Record 104
Government 79
In Review 14
International 98
Lead Story 27
Manufacturing 96
Networks 90
On All Accounts 22
Open Mike 16
Our Respects 20
Personnel Relations .. 94
Playback 32
Political Broadcasting . 35
Professional Services . 100
Program Services 93
Programs & Promotion 102
Stations 68
Trade Assns. 60

coming in b•t THE TEXAS MARKET STORY

Another in B•T's continuing series on U. S. economic development . . July 23

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President
H. H. Tash, Secretary
B. T. Taishoff, Treasurer

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Lawrence Christopher (Hollywood)
ASST. TO MANAGING EDITOR: Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Dawson Nail, Munsey Slack, Lamar Underwood
EDITORIAL ASSISTANTS: Hilma Blair, Sylvia Quinn, John Sheldon, Ann Tasseff, Rita Wade
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
ADVERTISING ASSISTANTS: M. Gwen Moore, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Norma Wooton, Bessie Farmer, Joseph Rizzo, Charles Harpold, Frank McCully

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD

6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

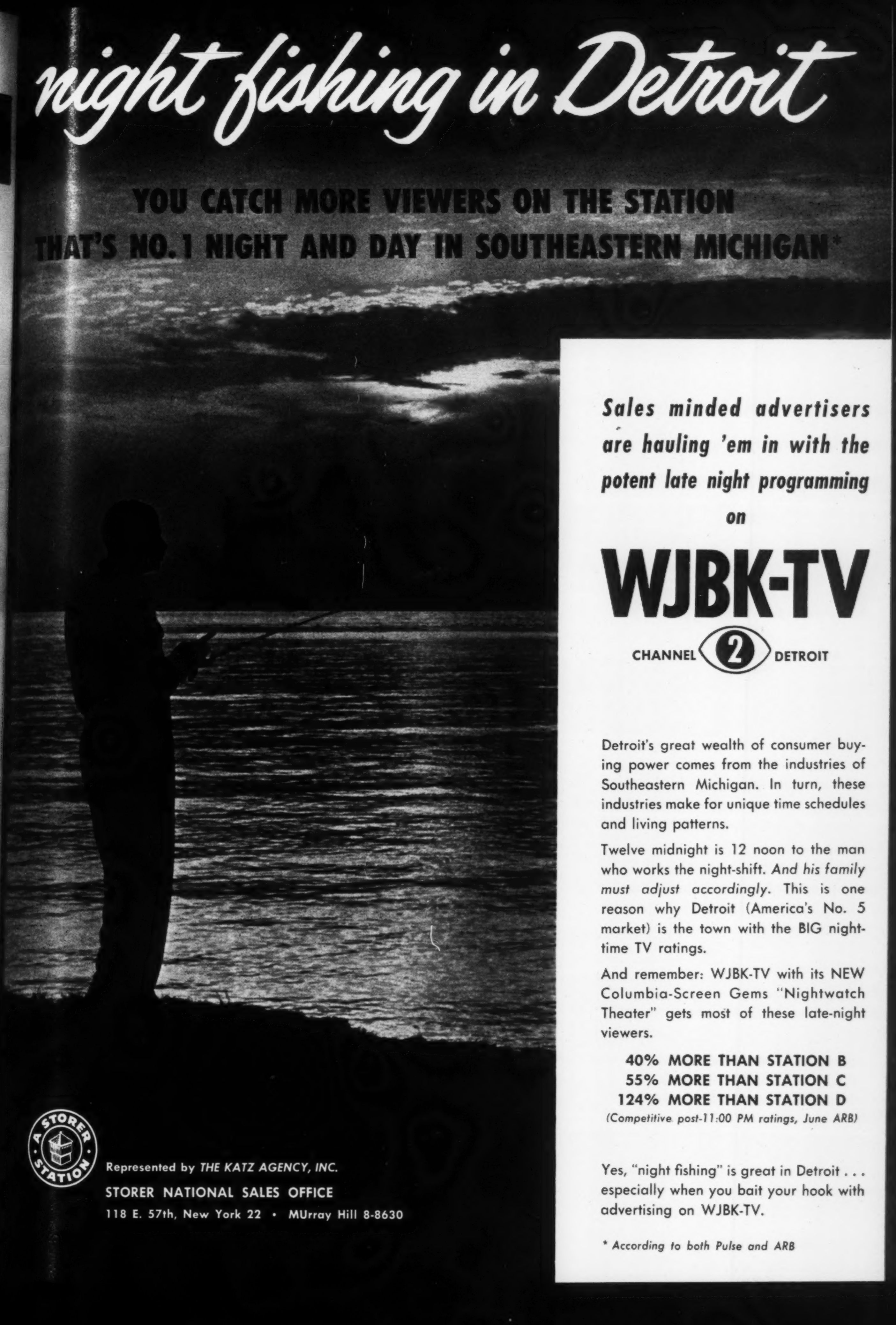
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.

night fishing in Detroit

YOU CATCH MORE VIEWERS ON THE STATION THAT'S NO. 1 NIGHT AND DAY IN SOUTHEASTERN MICHIGAN*



Sales minded advertisers are hauling 'em in with the potent late night programming on

WJBK-TV

CHANNEL ② DETROIT

Detroit's great wealth of consumer buying power comes from the industries of Southeastern Michigan. In turn, these industries make for unique time schedules and living patterns.

Twelve midnight is 12 noon to the man who works the night-shift. *And his family must adjust accordingly*. This is one reason why Detroit (America's No. 5 market) is the town with the BIG night-time TV ratings.

And remember: WJBK-TV with its NEW Columbia-Screen Gems "Nightwatch Theater" gets most of these late-night viewers.

40% MORE THAN STATION B
55% MORE THAN STATION C
124% MORE THAN STATION D
(Competitive post-11:00 PM ratings, June ARB)

Yes, "night fishing" is great in Detroit . . . especially when you bait your hook with advertising on WJBK-TV.

* *According to both Pulse and ARB*

A STORER STATION

Represented by *THE KATZ AGENCY, INC.*
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22 • MUrray Hill 8-8630

the power that's changing a river !

WRC·980 AND WRC-TV·4 WASHINGTON, D.C. ARE SOLD BY

Washington, D. C.'s historic Potomac River is heading toward a new face and character. And a public service campaign by WRC and WRC-TV has been a major force in urging legislation to this end.

One of the most important steps toward cleaning up the famous (but polluted) river was a continuing television series on WRC-TV, titled "Our Beautiful Potomac," which provided a closeup of conditions menacing two states and the District of Columbia. WRC and WRC-TV followed up the series by airing opinions and suggesting constructive action.

Results? Here's how *Variety* summed up when it presented these stations with its 1956 Showmanagement Award for "Serving in the Public Interest":

". . . the series so shocked viewers that the Washington newspapers jumped on the bandwagon and joined in the crusade for an end to pollution. Legislation urged by the stations is now pending in both houses of Congress."

This positive action is one more example of the community leadership generating from *all* stations represented by NBC Spot Sales. That these stations serve their *advertisers* with equal vigor is a matter of record, too. You'll learn why when you put the *selling* force of the stations represented by NBC Spot Sales behind *your product.*

There's always something extra on the stations represented by NBC Spot Sales.

SPOT SALES

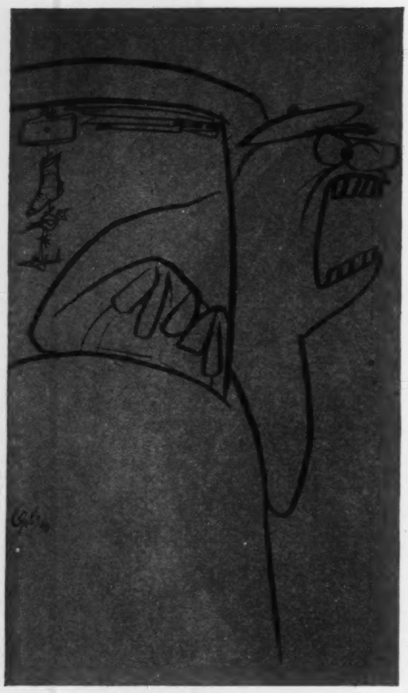
REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-
ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**

BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE **KOMO, KOMO-TV**

LOS ANGELES **KRCA**
PORTLAND **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**
AND THE
NBC WESTERN RADIO NETWORK

CAPITAL TYPES #32



THE CAB DRIVER

Never talks politics with passengers, but has the Inside Word on everything from McKinley's assassination to what the horse told Arcaro. Takes a strong stand against hillbilly singers, automatic transmissions, and the lively ball. Hates going to the barber. Gave up house painting temporarily during Coolidge's administration, has driven two million miles since; never wounded a pedestrian. Loses arguments to pet parakeet.

But there's never a loser among Washington advertisers who use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

THE ERNIE KOVACS SHOW

FOR SOME time now, we've wanted to throw a pie at that luscious babe who gives out with a regular spiel on tv beginning, "Hello, I'm the Coty girl." Well, up to last Monday night, anyway, since Ernie Kovacs, that lovable screwball from Philadelphia, did us one better. He actually did throw the pie, and even if "the Coty girl" wasn't for real, we're sure the point got made nicely, thank you. He also tricked an NBC vice president (or what passed for an NBC vice president) into stepping through a hidden trap door; lampooned late evening feature film intermissions ("the late late late Hungarian movie"); spoofed tv's hunger for more Elvis ("The Pelvis") Presley.

Frankly, we'd rather walk that proverbial mile for a Camel than chronicle the details of the Kovacs show to date (there have been two, so far). Let's just say that between the hours of 8 and 9 Monday nights, Bedlam reigns supreme on NBC-TV. Next to relying on air-conditioning, we've made it a point to depend on Mr. Kovacs to get through the hot summer months—and, we hope—through the winter months as well. Given many more such programs as last Monday's Kovacs mad hatter tea party, we might even come out with a serious proposal for *winter* replacement shows. Sid, forgive us. . . .

Production costs: Approximately $45,000.

Sponsored by Helene Curtis through Earle Ludgin; Remington-Rand through Young & Rubicam; American Chicle through Dancer-Fitzgerald-Sample.

Stars: Ernie Kovacs, Edith Adams, Henry Lascoe, Hamilton Trio, special guest stars Lauritz Melchior and piano duo, Ferranti and Teicher.

Producer: Perry Cross; director: Barry Shear; musical director: Henry Sosnik; choreographer: Bob Hamilton; writers: Rex Lardner, Deke Hayward, Mike Marmer and Mr. Kovacs.

THE RUSS MORGAN SHOW

ADDING to the roster of tv's musical programs which seem to be this summer's special-tv, *The Russ Morgan Show* is a pleasant half-hour of orchestra numbers and solos, divided among Mr. Morgan, who sings and plays piano as well as trombone, Helen O'Connell, permanent girl singer on the program, and the guest of the week. If guests for the rest of the series are as easy to take as Hoagy Carmichael was on the July 7 opener, *The Russ Morgan Show* will be required viewing in a lot of homes this summer.

Production costs: $25,000 to $30,000.

Sponsored by Procter & Gamble Co. through Compton Adv. and Benton & Bowles on CBS-TV Sat., 9:30-10 p.m.

Producer: Bob Bach; director: Kirk Alexander; sets: Bill Cecil; writer: Walter Urban.

Stars: Russ Morgan and Helen O'Connell.

COMBAT SERGEANT

THE CLASSIC tv dramatic formula of cowboys versus rustlers, cops versus robbers, or goodies versus baddies in any category, with the viewer given every opportunity to identify himself with "our side" and pull for the home team to outwit and outfight "them," is employed in its purest form in *Combat Sergeant,* summer Friday evening half-hour film series on ABC-TV.

Here, the locale is not the old West nor the city streets but North Africa during World War II. "Our side" is the U. S. Army, the "baddies" are the Nazis and their native spies. The hero is Sgt. Nelson, heroically portrayed by Michael Thomas. True to type, in the July 6 episode, "Pass Into Danger," Sgt. Nelson single-handedly located the hidden radio that was informing the Nazis of U. S. convoy movements, got captured, fought his way to freedom and back to headquarters in time to stop the convoy before it reached the pass, giving it time to disperse and to knock the enemy's strafing planes out of the sky one by one and so clear the roads for supplies and reinforcements to get through to the main force so that it could go ahead with plans for a major thrust against the enemy.

If another pure-and-simple, rough-and-tumble, ride-and-fight series is what tv needed, this is it.

Production costs: Approximately $35,000.

Sponsored on a co-op basis on ABC-TV, Fri., 8-8:30 p.m.

Producer: Jack H. Skirball; writers: DeVallon Scott and Julian Harmon; director: George Blair.

Star: Michael Thomas.

GE SUMMER ORIGINALS

A MISNOMER if ever there were one is the title of the new drama series *GE Summer Originals* (ABC-TV, Tuesdays, 9-9:30 p.m. EDT). There is little original about the show, judging from its first two performances: Vivian Blaine in "It's Sunny Again" (July 3) and James Mason in "Duel at Dawn" (July 10). The former was strongly reminiscent of moderately amusing motion picture musical comedies of the 1930's and the latter, of all things, was based on a story by Alexander Dumas, into which was injected some rather belabored dialogue.

Despite their hackneyed scripts, both Miss Blaine and Mr. Mason managed to turn in good performances, and this, plus excellent production values, made the initial offerings of the new series not unpleasing summerweight entertainment.

Production costs: Approximately $33,000.

Sponsored by General Electric through Young & Rubicam on ABC-TV, Tues., 9-9:30 p.m.

Different producer and cast each week. July 3: "It's Sunny Again." Producers: Norman & Irving Pincus; director: Don Weis; co-stars: Vivian Blaine and Jules Munchin.

July 10: "Duel at Dawn." Producer: James Mason; director: Roy Kellino; co-stars: James Mason and Pamela Kellino.

HIGH FINANCE

CRITICS who were annoyed by tv's *Press Conference* [In Review, July 9] because they felt its requirement that the guest have an important news story to break on the program was unfair to newspapers, should be overjoyed with *High Finance,* new giveaway show whose contestants are required to read three hometown newspapers each day, so they'll know the answers to the questions asked on the program.

Starting out with the good idea that viewers will tune in regularly to watch contestants, who return week after week, striving to win a grand prize of their dream-come-true, *High Finance* almost defeats itself with a contest procedure so complicated that long before it can be explained the viewer has said "so what" and tuned to another channel. The game of put-and-take dreamed up by Robert G. Jennings and Dennis James, who also acts as quizmaster on the program, may be fun for the contestants, but at least one viewer found the July 7 opening telecast an elaborate bore.

Production costs: Approximately $30,000.

Sponsored by Mennen Co. through McCann-Erickson on CBS-TV., Sat., 10:30-11 p.m.

Star: Dennis James.

Jade Productions package; created by Dennis James & Robert G. Jennings; producer: Peter Arnell; associate producer and director: Lou Sposa; musical director: John Gart.

"WILL SUCCESS SPOIL ROCK HUNTER?" Starring Jayne Mansfield, Orson Bean

"A PACKED HOUSE EVERY PERFORMANCE"

Your program will pull a "packed house every performance", sensational ratings and rave notices on WICU, Erie — the only VHF station within 100 miles.

TV's privileged bank rollers who hanker for ratings that slither up to the second balcony can throw away the book in Erie.

To elucidate . . . professional caliber NBC and ABC-TV programming that normally attains a national Telepulse rating of 23.4 — takes extra curtain calls for a whopping big 57.5 on WICU! And time of day — day or night — is no exception. In any language, that's show business!

The accompanying program-by-program chart documents the story better than a portfolio of statistics. You'll do well to contact your Petry man. There are some top-rated daytime availabilities but going fast.

Now's the time to investigate a guest appearance on WICU in Erie, "The Nation's Number-One Test Market".

A LOOK AT THE BOX OFFICE*

	NATIONAL	WICU
PLAYHOUSE OF STARS	23.4	57.5
PERRY COMO	36.3	52.6
DRAGNET	39.0	54.0
GROUCHO MARX	35.4	55.3
EDDIE FISHER	9.0	44.3

*Telepulse, February, 1956

WICU ERIE, PA. CHANNEL **12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

During the past year WIBC has received numerous public service awards, many exclusive in the city of Indianapolis. One of the most recent, for example, is a First Prize Award from the Health and Welfare Council of Indianapolis and Marion County, for WIBC's year 'round excellence in giving continuous interpretation to health, welfare and recreational services and problems in the community.

FIRST IN AUDIENCE

Even WIBC's community service programs build big audiences. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

Chiefly responsible for WIBC's community service success and big audiences are WIBC's well-known personality salesmen . . . Easy Gwynn, Jack Morrow, Joan Evans, Gordon Graham and many others. These same "personalities" are available on a "first come, first served" basis to help you sell your product or service.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

THE INA RAY HUTTON SHOW

MUCH ADO is made on *The Ina Ray Hutton Show*, which opened July 4 for a summer run on NBC-TV in the 10:30-11 p.m. period, that it is an all-girl production, with "No Men Allowed." There is Miss Hutton who sings, and very prettily, and conducts her all-girl band, whose solo and ensemble performances are the program's mainstay. There is the lady announcer, who on the opening broadcast startled her neighbor in the studio audience by asking permission to pour Beads O' Bleach on her dress (to prove its harmlessness). And there are the feminine guest stars who, on the first program, were Kay Brown, rock 'n' roll songstress, and Judy Canova, who sang one song in her inimitable hillbilly yodel and followed with a neatly stepped soft shoe dance, perhaps in tribute to show business' own Fourth of July baby, the late great song-and-dance man, George M. Cohan.

More restful and reminiscent than raucous or rock 'n' roll, *The Ina Ray Hutton Show* should provide a pleasant refuge for those who didn't like the opening half of the *U. S. Steel Hour* and may also attract many of the regular viewers of *The Lawrence Welk Show*, which it strongly resembles.

Production costs: Approximately $15,000.

Sponsored by Purex Corp. through Foote, Cone & Belding on NBC-TV, Wed., 10:30-11 p.m. EDT.

Announcer: Diane Brewster; executive producer: Harold Jovien; director-producer: Bob Lehman; special material by Jerry Bowen.

UNDERCURRENT

CBS' new *Undercurrent* series, replacing *Lineup* on Friday nights, promises to be a taut production.

Called "No Place Like the Home," the first offering was a slim piece which elaborated the homecoming of someone who apparently (this was not too clear) had been run out of town by the local vice czar. In three acts (within the half hour), the returnee quickened the life of the town, had two old girl friends throw themselves at him, and concluded by shooting it out with the racket boss. The hero, it is presumed, was a federal agent, or was he? That, too, wasn't too clear. The part was played monosyllabically by Dane Clark.

Actually the best part of "No Place Like Home" was the opening, which used the camera expressively to set the scene for the return of the wandered. All camera work, no speaking parts for at least a full three minutes. The play itself impressed us as a third act stretched out for three. But, productionwise the show had direction, pace and its moments.

Production costs: approximately $27,000.

Sponsored by Brown & Williamson Tobacco Co. through Ted Bates and Procter & Gamble Co. through Young & Rubicam on Friday, 10-10:30 p.m., on CBS-TV.

July 6 show: produced by Revue Productions Inc.; director: John English: writer: Lawrence Kimble

Cast: Dane Clark, Carl Benton Reed, Jean Howell and Maxine Cooper.

SEEN AND HEARD

BOTH THE charm and flair that have become synonymous with the name of Constance Bennett were very much in evidence when the talented actress made her song-and-dance debut on television as headliner on *The Ed Sullivan Show* (CBS-TV, July 8). The vibrant Miss Bennett chose two numbers from her current and highly successful night club tour to demonstrate her versatility: "Moritat," from Kurt Weill's "Three Penny Opera," which she sang in an intriguingly sultry manner, and, complete with dungarees and pony tail, a sock satire on the teenage rock and roll craze. In another portion of the show, a dozen or so Miss Universe candidates were introduced to the video audience, but despite this formidable competition, La Bennett easily emerged winner in the glamour department.

CREDIT Charles Garment with some of the best dramatic writing the tv screen has presented this year in last Monday's "Song for a Summer Night" on *Studio One Summer Theatre*. Production, direction, acting and sets all maintained the high standard set by the script, making the telecast an outstanding event for all fortunate enough to see it.

BOOKS

THE PUBLIC ARTS, by Gilbert Seldes, Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 303 pp. $3.95.

"THIS BOOK is fundamentally the story of a revolution . . . which begins with the arrival of entertainment, via radio, into the privacy of the home. Until that moment entertainment had been individual; from that moment it began to be universal. . . . It had become what entertainment had never been before—a free and continuous and integrated part of the daily home life of an entire nation."

So writes Gilbert Seldes on the first page of *The Public Arts* and for the following 300 pages he looks long and seriously, albeit lovingly, at the effects of this revolution on the American scene. He considers not only the millions of listeners-viewers who make up the audience for the broadcast fare, but the broadcasters who provide it and the ways in which they are meeting—or failing to meet—the opportunities and responsibilities that, in the author's opinion, they accepted, willy-nilly, along with their licenses to operate radio and tv stations in the "public interest, convenience and necessity."

A critic, author and editor who also served as director of television programs for CBS from 1937 to 1945, Mr. Seldes has views about everything on the air from giveaway shows to comedians and commentators and in this volume he expresses them entertainingly as well as thoughtfully.

BROADCASTING IN AMERICA, by Sydney W. Head. Houghton Mifflin Co., 2 Park St., Boston 7, Mass. 502 pp. $8.

AN EXCELLENT companion piece to *The Public Arts* is ***Broadcasting in America***, which treats the same general subject of the place of radio and television in our society, but from the dispassionate viewpoint of the social historian rather than that of the critic-crusader. Where Gilbert Seldes is intensely personal, Sydney W. Head is coolly analytical; where Mr. Seldes takes a close look at the program structure, Dr. Head presents a long-range view of the broadcast media. He explains in detail their physical, economic and legislative history, taking a long hard look at the various attempts to control broadcasting in the public interest and concluding with an evaluation of the functions of radio and television and the way in which they are carried out.

Director of broadcast and film services at the U. of Miami, Fla., and president of the Assn. for Professional Broadcasting Education, Dr. Head has written a book that well lives up to the purpose announced in his preface: ". . . to provide a basis for appraising American broadcasting by standards relevant to the service as it exists here and now."

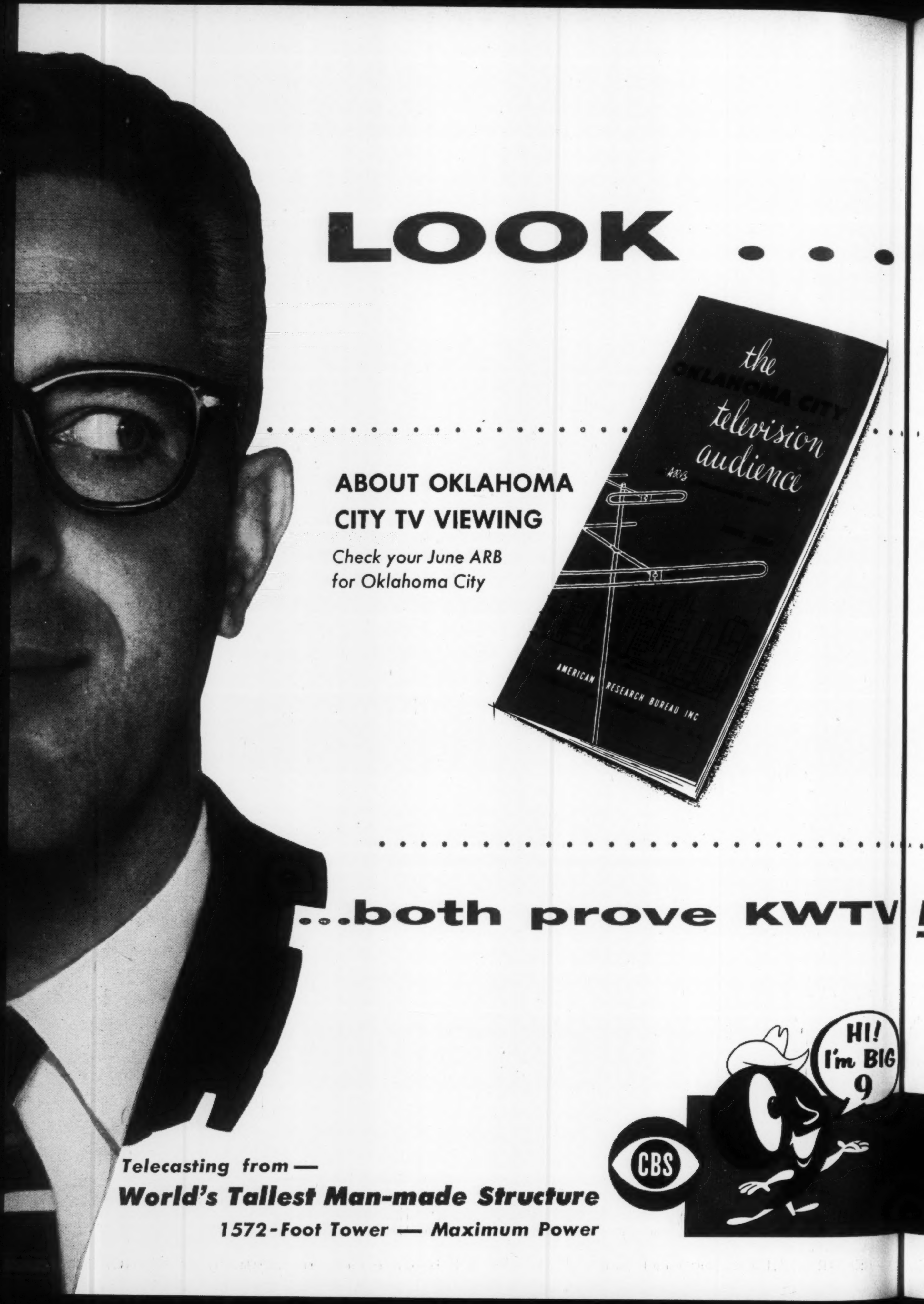
WWDC leads the parade to INDEPENDENCE!

NOW . . . along with many other great radio stations in the land . . . WWDC paces the big trend away from network affiliation. Effective August 1, WWDC goes solidly INDEPENDENT . . . the better to develop the highly successful local shows that have made it *the* sales-results station in the 2-million Washington market. Seven of its local shows are already in the Top 15 Week-end Daytime Shows,* making it FIRST on Saturdays and Sundays . . . and a *close second* in total share of *over-all* daytime audience. WWDC is FIRST in out-of-home audience—the rich and "vagabonding" Washington, D. C., audience. WWDC delivers 22.6%* of the entire out-of-home listening audience of 17 stations in the District area . . . outranks the second station by almost 2 to 1. See your John Blair man for the whole story.

*PULSE Report: March-April, 1956

Represented nationally by John Blair & Co.

WWDC *Radio Washington*


the
OKLAHOMA CITY
television
audience
ARB
AMERICAN RESEARCH BUREAU INC
HI!
I'm BIG
9
CBS

LOOK . . .

ABOUT OKLAHOMA CITY TV VIEWING

Check your June ARB for Oklahoma City

. . .both prove KWTV

Telecasting from —

World's Tallest Man-made Structure

1572-Foot Tower — Maximum Power

. . . and LEARN

SRDS
In Spot TV too...
Value increases with Time!
Edward Petry & Co., Inc.
OKLAHOMA'S BIGGEST TV COVERAGE
Hi! I'm BIG 9
OKLAHOMA'S No. 1 TV STATION
OKLAHOMA CITY

ABOUT OKLAHOMA
TV COVERAGE
Check your July SRDS

FIRST in Audience...
FIRST in Coverage!

kwtv ***OKLAHOMA CITY***

EDGAR T. BELL, *Executive Vice-President* FRED L. VANCE, *Sales Manager* *Represented by* AVERY-KNODEL, INC.

PROPAGATION

The most powerful tv station for Northern Florida and Southern Georgia propagates a signal that reaches an area with more than 375,000 tv families.

WMBR-TV

Jacksonville, Fla.

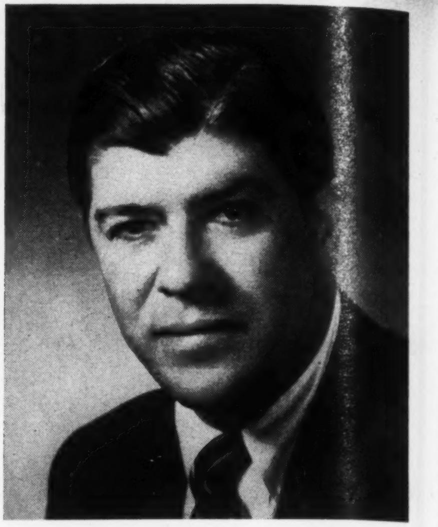
Operated by the Washington Post Broadcast Division

Channel 4

Represented by CBS Television Spot Sales

our respects

to JOHN JOSEPH BERNARD



FINDING a broadcaster who never worked at anything professionally except broadcasting and still qualifies as a "pioneer" (20 year veteran) is something like finding a pat solution to the uhf-vhf imbroglio.

John Joseph Bernard, vice president and general manager of WGR-AM-TV Buffalo, is one of those rare individuals.

Joe has performed practically every job the industry offers, starting from a standing start in 1934—shortly after his graduation from the U. of Missouri—when he joined WKY Oklahoma City as a "combination man," old time station euphonism for an employe who handled four jobs for one salary. Specifically, at WKY Joe worked in sales and traffic while he also handled an announcing assignment and, in his spare time, wrote continuity.

Born June 23, 1913, in Kansas City, where he attended grammar school and got his secondary schooling at De La Salle Academy, young Joe displayed a selective taste and an independent nature by permitting three colleges to share the honor of completing his formal education. His freshman year was spent at St. Mary's College, St. Mary's, Mo.; his sophomore year at St. Louis U. in the city of that name, and his last two years at the U. of Missouri, where he earned a bachelor's degree in journalism.

At college, Joe was a member of Kappa Sigma, social fraternity; Alpha Delta Sigma, professional fraternity, and Kappa Tau Alpha, scholastic fraternity. He received the John W. Jewell scholarship and was elected vice president of his class at Missouri. In addition to these scholastic and extra-curriculum activities, Joe also found time to follow the time-honored American tradition of working his way through college.

His four-part full-time job at WKY, launched in September of 1934, lasted for one year—when he was assigned exclusively to sales. And it might be said of Joe, as denizens of Madison Avenue and diverse other buy-ways in the nation know, that he's still a salesman, with an ample supply of rate cards and contract forms in his managerial briefcase.

Joe stayed with WKY until 1940, when he migrated to WHLD Niagara Falls, N. Y., to become sales manager—only to make his way back to Oklahoma City a year later as sales manager of KOCY. By 1942 there was a war underway and Mr. Bernard qualified for service in the United States Navy. He was ground officer in an air squadron, saw three years' service and emerged a full lieutenant.

The story goes that Lt. Bernard and his wartime skipper, who played what is known in the trade as "barrel-house piano," managed to get an upright aboard a flat-top. The two of them, with Bernard at the drums, occasionally regaled the ship's officers with a saltwater version of the Bourbon Street blues.

True or not, it checks with Joe's penchant for Dixieland music. He's a connoisseur in the field and possesses an extensive and valuable record collection. He likes old movies, too, and fights the temptation to program for himself rather than the audience when some of the old Hollywood product is screened for his consideration.

After leaving the Navy, Joe returned to Oklahoma City as sales manager of KOMA, later (in 1947) becoming vice president and general manager of the station. This gave him an interesting, and perhaps unique, selling background—having related the virtues of three radio stations resident within a single community. This offers some insight into his respected reputation as a salesman of remarkable durability.

During these years, Mr. Bernard was becoming a seasoned broadcasting executive as well as a top time salesman, gaining experience that stood him in good stead when, in 1954, he was offered the top executive post at the WGR stations in Buffalo—a somewhat frightening as well as flattering opportunity to follow such outstanding industry notables as Leo Fitzpatrick and Ike Lounsberry. WGR, a pioneer radio station which received its first license from Secretary of Commerce Herbert Hoover in 1922, had just moved into television, launching WGR-TV on ch. 2 the year in which Mr. Bernard joined the organization.

Joe has managed to find time for numerous industry services. Among them: past member of the Columbia Affiliates Advisory Board; past president and member of the Board of Directors of the Oklahoma Broadcasters Assn.; past member of the Advertising Council for the State of Oklahoma; past member of the NARTB labor relations and radio committees; present member of the NARTB copyright committee; member of the Board of Directors of the New York State Broadcasters Assn., and a newly-elected member of ABC-TV Affiliates Committee.

Joe's hobbies run to photography, tennis and golf, and he is a particularly avid sports car fan. In fact, his daily detour from workaday worries comes when he commutes between the office and his home in Lewiston Heights, N. Y.—a distance of 23 miles each way, as the Corvette flies.

Mr. and Mrs. (Katherine Louise Hamann) Bernard were married on Oct. 4, 1941. All who have met the lady will acknowledge Joe's pre-eminence in the field of persuasion. The Bernards have three children—Karan Hart, 11½; Joan Justice, 7½, and John Joseph Jr., 5.

She's won everything in San Antonio

. . . and so has KTSA

KTSA is now first in San Antonio, both Morning and Afternoon and increasing its lead every day!

MONDAY through SATURDAY

7 AM - 12 Noon

KTSA	Station B	Station C	Station D	Station E	Station F	Station G	Others
28.3	3.3	5.0	24.2	3.3	18.3	12.5	5.5

12 Noon - 6 PM

KTSA	Station B	Station C	Station D	Station E	Station F	Station G	Others
27.0	......	3.5	25.9	7.1	15.3	21.2	0.0

(TRENDEX, Inc., Monday through Saturday index — June 25-30, 1956)

KLIF . . .	DALLAS
KELP . . .	EL PASO
KILT-TV . . .	EL PASO*
KNOE . . .	MONROE
KNOE-TV . . .	MONROE
WRIT . . .	MILWAUKEE
KTSA . . .	SAN ANTONIO
WTAM . . .	GREATER ATLANTA
WNOE . . .	NEW ORLEANS

*In operation soon

NOEMAC STATIONS

MUSIC NEWS

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

THE PACIFIC NORTHWEST'S LARGEST EXCLUSIVE COVERAGE!

WASHINGTON
IDAHO
KIMA-TV
KEPR-TV
KLEW-TV
OREGON

That's CASCADE TELEVISION

For the first time, the huge agricultural-industrial heartland of the Pacific Northwest is moulded into a single, deliverable market. No other single medium, only Cascade's sprawling three-station network dominates the entire three-state region. It takes plenty of coverage (more than 40,000 square miles) . . . . . and Cascade's got it—*exclusively!*

KIMA-TV
Yakima, Wash.
with its Satellites
KLEW-TV
Lewiston, Ida.
KEPR-TV
Pasco, Wash.

See Weed Television
Pacific Northwest: MOORE AND LUND

EDWARD H. MAHONEY

on all accounts

FOR three minutes in 1948, Edward H. Mahoney, who recently joined Cunningham & Walsh, New York, as vice president in charge of radio-tv, was the "richest" 27-year-old government worker in Washington, D. C. While assistant public relations director for the International Bank for Reconstruction & Development (World Bank), Mr. Mahoney received a $100,000 bond signed by the bank's then-president John J. McCloy (now board-chairman of New York's Chase-Manhattan Bank) for his work in telling of the bank's good work. The bond, however, was non-negotiable.

The $100,000 bond notwithstanding, most of Ed Mahoney's other assets are being redeemed happily. A 1944 architect graduate (Harvard Cum Laude), Mr. Mahoney spent the following two years as a Naval Intelligence officer and, after VJ-Day, was stationed in Washington as head of a 38-man illustration section producing USN training manuals.

After his discharge in 1946, he joined President Truman's executive staff to act as liaison between the Cabinet and the Advertising Council, which was then involved in raising U. S. advertiser support in staving off potential famine in areas of post-war Europe. Late that same year he joined the World Bank, resigning in 1948 to become a consultant art director.

In 1949 he moved to Benton & Bowles, New York, as tv art director and aided in the development of several "tv firsts," e.g. the "Tide" animated commercials and set design for General Foods Corp.'s "Mama" series. He later became a vice president and executive producer and left B&B this past June to go with Cunningham & Walsh.

Regarding himself as a "veteran of tv's dark ages," Mr. Mahoney is constantly amazed at the speed of tv development. "Yesterday's insoluble problems," he said recently, "turn out to be today's S.O.P. in networks and agencies. The sanskrit has become the alphabet. Everybody uses it." However, this alphabet is constantly changing. As a tv judge in the recent 35th annual national Exhibition of Advertising & Editorial Art and Design [B•T, June 4], Mr. Mahoney went on record as saying that each tv commercial, whether "hard" or "relaxed sell," meets a certain, specific merchandising demand and that there is no yardstick for measuring the success of tv art "in general."

A bachelor, he lives in a fashionable brownstone in Manhattan's Turtle Bay section, collects unusual and off-beat phonograph records, fishes off Long Island's Montauk Point and drives a zippy Austin-Healey sports car.

KBIG NEWS

RADIO AND TELEVISION NEWS CLUB ANNUAL AWARD KBIG 1955

FOUR TIME WINNER GOLDEN MIKE TROPHY

The Radio-Television News Club of Southern California honors KBIG for the fourth successive year with its Golden Mike for

"MOST CONSISTENT NEWS COVERAGE BY A LOCAL RADIO STATION."

KBIG world, national, and local news is supplied by the greatest news gathering services:

ASSOCIATED PRESS • UNITED PRESS
CITY NEWS SERVICE • SIGALERT

KBIG Newscasts are 5 minutes long, staff-written, edited, polished, listenable!

There are 140 each week. Of these, 114 are sponsored; 26 are available.

If you sponsor KBIG News, YOU own a share in this Golden Mike.

If you don't, talk it over with your KBIG or Weed representative.

KBIG
The Catalina Station
740 ON YOUR DIAL • 10,000 WATTS

JOHN POOLE BROADCASTING COMPANY
6540 Sunset Blvd., Los Angeles 28, Calif.
Telephone: HOllywood 3-3205
Nat. Rep. **WEED and Company**

CRACK MICHIGAN'S

9½ BILLION DOLLAR JACKPOT

On the Knorr Big 4

Michigan's mighty motor empire now goes on an annual spending spree of 9½ BILLION DOLLARS! And, covering this 15 county area with the most popular features on radio are the 4 powerful Community Stations of the Knorr Broadcasting Corporation. Get in on the boom that's bringing advertisers the richest pay-off in Michigan's history!

WKMH
Dearborn-Detroit

WKMF
Flint, Michigan

WKHM
Jackson, Michigan
Jackson Radio & Television Corp.

WSAM
Saginaw, Michigan

save up to 15%

by buying two or more of these powerful stations

- ★ *Buy all 4 stations . . .* ***save 15%***
- ★ *Buy any 3 stations . . .* ***save 10%***
- ★ *Buy any 2 stations . . .* ***save 5%***

represented by Headley-Reed

The Community Stations

KNORR BROADCASTING CORP.

ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

OPEN MIKE

Adequate Provocation

EDITOR:

It is really very nice of you to give so much attention to my recent radio speech in Ocean City, Md. [B•T, June 25]. There has been a tremendous response to this speech and while it is gratifying to receive favorable comments, it is earnestly hoped that the objective of the speech will be achieved; and that is to provoke the industry into action.

As you indicated in your editorial, I too wish that the next time I speak the radio industry will have had a chance to demonstrate that this medium is really an effective channel for exposing advertising messages.

Once again, many thanks for the interest you have taken in this very serious situation.

Arthur S. Pardoll, Dir. of Broadcast Media
Foote, Cone & Belding, New York

Misplaced Credit

EDITOR:

REVIEW OF MARTHA ROUNTREE'S PRESS CONFERENCE [B•T, JULY 9] CONTAINS SERIOUS ERROR. AGENCY FOR CORN PRODUCTS REFINING IS C. L. MILLER CO., NOT THE UNDERSIGNED PUBLIC RELATIONS FIRM.

John J. O'Leary, Pres.
John J. O'Leary & Co., New York

[EDITOR'S NOTE: B•T regrets not catching the mistake in the information supplied by NBC.]

Information Wanted

EDITOR:

I wonder if you would give me a little information. Do you know of any television clinic where members of our staff could attend that goes into a thorough discussion of the merits of the different types of tv commercials now on the air? . . .

You see, this agency down here in Tennessee is forced to do a lot of guessing as to the effectiveness of certain tv spot techniques. I would certainly welcome an opportunity to get the experience of others on this matter.

George W. Doyne, Pres.
Doyne Adv. Agency, Nashville, Tenn.

[EDITOR'S NOTE: If any reader knows of a clinic on tv commercials which members of the Doyne staff might attend, both Mr. Doyne and B•T would be grateful for that information.]

Free Rider

EDITOR:

Apparently, Bob Hope's gratuitous plugs are not confined to his commercial shows.

He has made some recordings for the President's Committee on Employment for the Physically Handicapped. One of them starts out with an auto horn sound effect, and then in comes Hope saying, "I am Bob Yellow Taxi—not just plain Yellow Hope."

Needless to say, we are not broadcasting this announcement.

Victor A. Sholis, Vice Pres. & Dir.
WHAS-AM-TV Louisville, Ky.

AAW Convention

EDITOR:

Thank you for the very fine play you gave our convention of the Advertising Assn. of the West in Los Angeles [B•T, July 2]. The story is accurate and the photographs good . . .

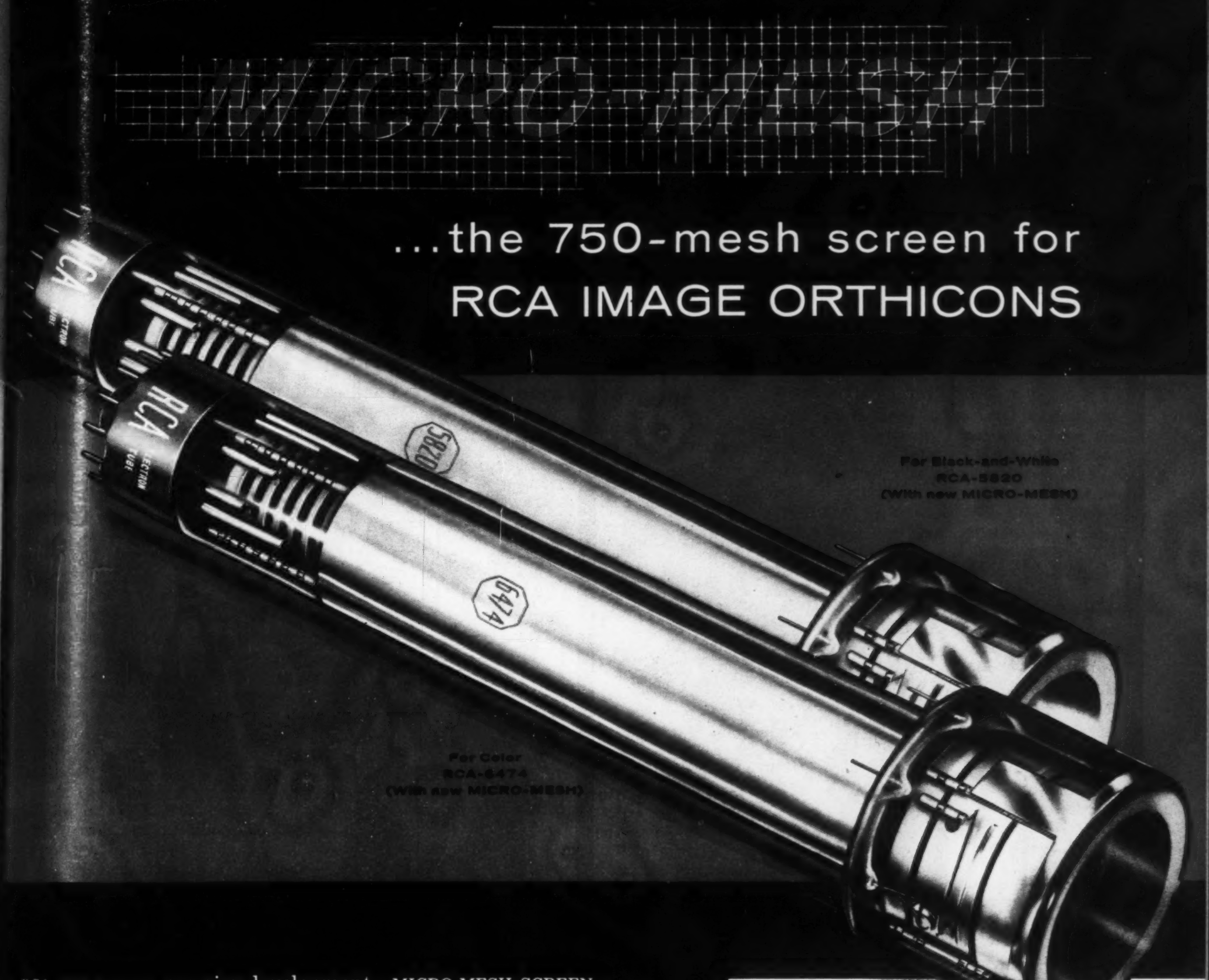
You have made a tremendous contribution to the broadcasting industry, both in the field of radio and television. I know of no one who has done a comparable job.

Earl J. Glade, Pres.
Advertising Assn. of the West
Finance & Public Relations Consultant
Salt Lake City Corp., Salt Lake City

NOW —Another RCA first in Camera Tubes

MICRO-MESH

...the 750-mesh screen for RCA IMAGE ORTHICONS



RCA announces a major development—MICRO-MESH SCREEN—in Image Orthicon design that substantially improves the picture quality of TV cameras—*even beyond present-day high-quality standards of performance!*

In RCA MICRO-MESH, the fineness of the mesh has been increased from 500 lines per inch *to a new high of 750 lines per inch*—with a mechanical exactness heretofore unattainable. Here are a few ways this improvement works for you. (1) It eliminates mesh pattern and moiré effect without need for defocusing—both in black-and-white and color. (2) It permits improved picture-detail contrast. (3) It is particularly effective in color cameras where detail contrast cannot be improved by operating the tube above the knee.

Under continuous development for more than 5 years at RCA, MICRO-MESH in RCA Image Orthicons is evidence of RCA's intensive engineering effort to bring telecasters camera tubes of the highest possible quality.

RCA Image Orthicons—with new MICRO-MESH—are available immediately from your RCA Tube Distributor. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Harrison, N. J.

ADVANTAGES OF MICRO-MESH

For black-and-white or color

- Eliminates mesh pattern and moiré effect *without defocusing.*
- More than meets all technical requirements of 525-line TV system.

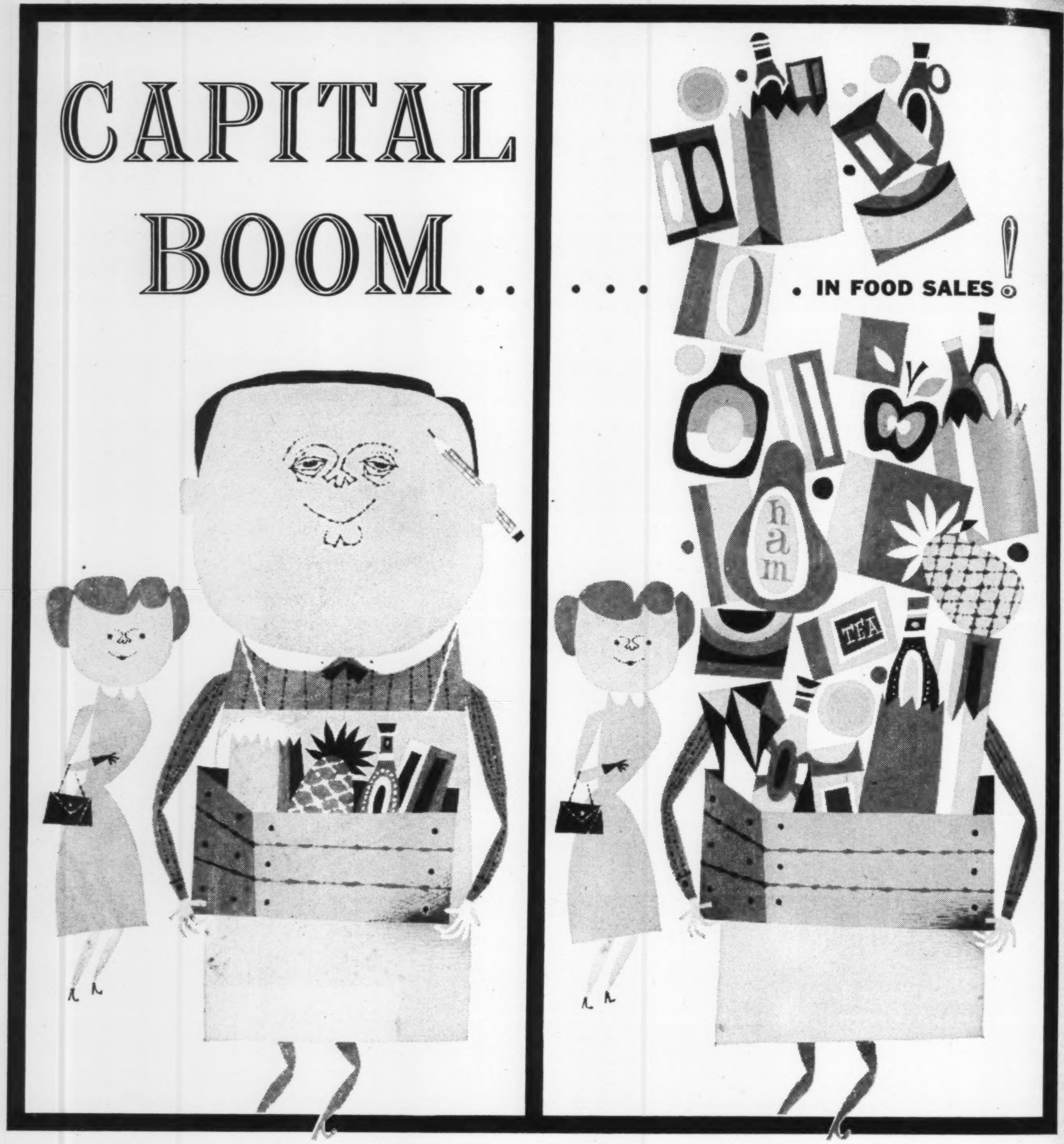
For color only

- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

RCA®

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA • HARRISON, N. J.



Capital consumers carry a lot of weight today. They're *spending more than ever* in Washington food stores.

Food sales are at an all-time peak. Up 38% in five years, they now stand at *half-a-billion dollars annually*. This *increase* in the Washington market over the past five years is greater than the *total* food sales last year in Charlotte, Salt Lake City or Jacksonville!

Food advertisers have kept apace of spiralling sales with a growing investment in the media that sell Washington best . . . WRC and WRC-TV, *Washington's Leadership Stations.* Today, 21 of the nation's top 25 food advertisers are on these stations' schedules. And over the past five years, food advertisers have *increased* their dollar investment on WRC and WRC-TV *by more than 150%!*

In the great and growing Washington market, more and more advertisers who want to bring home the bacon *themselves* are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY **NBC SPOT SALES**

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

July 16, 1956

Vol. 51, No. 3

UNDELAYED MOVE TO ALL-UHF PUSHED IN SENATE COMMITTEE

- **Commerce group drafts recommendations for uhf transition**
- **Meanwhile, in House, committees open other radio-tv probes**
- **Un-American Activities Committee takes look at blacklisting**
- **Antitrust Subcommittee questions FCC on network domination**

THE Senate Commerce Committee has drafted a report urging the FCC to move rapidly on a broad plan of selective deintermixture and to proceed without delay on a long-range program aimed at shifting all or a major part of television to the uhf band.

The draft was briefly considered by the committee at an executive session last week, but because of the absence of Chairman Warren G. Magnuson (D-Wash.) no action was taken. It will be considered again July 19.

This is the third draft to be presented to the committee and is said to be a coalition of views of both Democratic and Republican members. However, Sen. Thomas A. Wofford (D-S.C.) last Wednesday released a dissenting report urging adherence to the existing allocations structure (see story, page 28).

Meanwhile, other congressional committees last week were maintaining the well-earned reputation of the 84th Congress as the most energetic inquisitor of broadcasting in legislative history.

- The House Un-American Activities Committee took lengthy testimony on the question of blacklisting in radio and television. (See story, page 29.)
- The Antitrust Subcommittee of the House Judiciary Committee summoned the FCC and Frank Stanton, CBS president, to answer questions about alleged network monopoly. (See story, page 31.)
- And the Senate Commerce Committee prepared to resume hearings this week on tv allocations and network regulation, subjects on which it has already held 29 days of hearings, heard 145 witnesses and taken 4,586 pages of testimony during this session. FCC members will be witnesses tomorrow (July 17), discussing the Commission's allocations plans. Next day Mrs. Elizabeth Smart, legislative representative of the National Women's Christian Temperance Union, will testify in support of Sen. John W. Bricker's (R-Ohio) bill to regulate networks, and John H. Battison, general manager, KAVE-TV Carlsbad, N. M., will talk about AT&T interconnection cost and problems of small market tv operations.

The draft of the Senate Commerce Committee's interim report offered a "general endorsement" of the FCC's save-uhf proposals of June 25. If the action outlined in the FCC's report is "expeditiously followed to its conclusion," the draft said, it promises to result in a "truly nationwide, competitive television system."

The committee recalled that its Communications Subcommittee held hearings on the uhf problem in mid-1954 when 127 uhf stations were on the air, 10 had suspended operation and 64 had surrendered their permits without going into operation.

"The opinion was commonly expressed that uhf broadcasting was then in a critical condition," the draft said. "It is now clear that its status has deteriorated even more seriously since then."

In all, construction permits have been granted for 363 uhf stations, but only 151 ever went on the air, and 56 of them later quit operating. Holders of 111 permits have returned them without going on the air, and 101 other permits "are being held in suspense and will undoubtedly be surrendered unless some solution to the uhf problem is soon found."

MAN ON RESCUE MISSION

AN interim report of the Senate Commerce Committee's study of tv allocations problems has been in works for weeks. Last week it was held up because Chairman Warren G. Magnuson (left) was attending another committee meeting. This week the committee may release it. "Confidential Draft Number Three" of the interim report urges broad deintermixture and fast action on long-range plan for move to uhf.

The committee draft said that if uhf "is permitted to die, it seems extremely unlikely that it can ever be revived" and with it "would die all chance for a really effective national television service with equal multiple outlets and widely distributed community stations."

The committee draft gave unqualified approval to four elements of the FCC's June 25 proposal: to relax present rules so that minimum vhf separations would be measured by the distance between transmitters, to promulgate new propagation data, to increase maximum uhf power to 5 megawatts and to retain present vhf antenna heights and powers in Zone I.

The committee's only comment, beyond approval, on these points was to say that it hoped the FCC would require all stations to file new coverage maps calculated on the basis of the new propagation data and showing their interference-free coverage.

It was on other elements of the FCC's June 25 proposal—to study feasibility of shifting all or a major part of tv to vhf, to expedite research into improvement of uhf transmitters and receivers, to stimulate manufacture of all-channel receivers through tax relief, and to introduce selective deintermixture—that the committee draft dwelt extensively.

"The committee agrees," said the draft, "that an all-uhf television system would have many advantages. . . . Such a homogeneous system based on completely contiguous channels would make it possible for stations to compete on a much more nearly equal basis than at present."

But there are "substantial problems to be worked out before conversion to an all-uhf system can be instituted, much less completed." First, improvement in uhf equipment must be sought "so that it can be determined whether such a shift to the uhf band would leave substantial areas without television service." Second, if conversion were undertaken, it must be done over a period long enough to "encompass the normal replacement cycle for television sets in the hands of the public."

Hence the committee feels that the FCC cannot now adopt a "firm and final" policy of moving to uhf.

"This," said the draft, "emphasizes the importance of the program of selective deintermixture upon which the Commission has embarked as an essential interim measure. . . . It also gives rise to the danger that this consideration of the possibility of shifting all or a major part of television to uhf might drag on indefinitely, as has been charged with respect to certain other Commission proceedings.

"The committee therefore serves notice that it intends to follow very closely the progress made with respect both to the long range project of a shift to uhf and to the intermediate proposals for selective deintermixture."

Meanwhile, however, the FCC should "expedite the granting of vhf channels in those areas where no interim proposals of deintermixture are involved," said the draft. "In a number of major markets comparative hearings have run on for an unconscionable time. This has resulted in restriction of program services for the public and in obstruction to the full development of a third network."

The committee agreed with the FCC's "crash program" of uhf research and development but pointed out that in asking industry to finance this research the FCC was committing itself to act in "the most complete good faith . . . in pushing forward toward the development of an all-uhf or predominantly uhf television system just as rapidly as technical developments permit."

The only action of the FCC that promises prompt assistance and encouragement to uhf is deintermixture, the draft said.

"Substantial deintermixture in the very near future will provide areas of stable uhf television which can serve as the basis for a uhf holding operation until more long range solutions—such as the possibility of shifting all television to uhf—can be more fully explored,” the draft said.

“No nationwide, competitive system of television can be developed without employing the ultra high frequencies,” said the draft. The question, therefore, “is not *whether* the uhf band of frequencies is important and must be preserved, but rather *how* this vital asset, constituting 75% of the spectrum allotted to television, can be rescued from its present predicament and developed to the point where it can perform its essential role in an expanding television system.”

To the factors which the FCC said it would consider in reallocating channels, the Commerce Committee added some criteria of its own. These were:

“1. All markets with existing uhf stations and with no vhf allocations could be preserved as uhf-only areas.

“2. In those markets wth existing uhf stations and with vhf allocations for which grants have not been made, or where grants have been made but the stations are not yet on the air, the vhf channel or channels could be deleted.

“3. In those markets with existing uhf stations and with one vhf station on the air, any vhf channels which have not been granted or which have been granted but the station is not yet on the air should be deleted; and the vhf station now on the air should also be deleted unless it can be shown that it provides the *only* television service for a substantial number of homes—provided, that if there is only one vhf allocation for the market, consideration should be given to the balance of interests as between (1) providing a sole service to certain remote areas and (2) providing multiple services to the greater number of people around the center of the market area.

“4. In those markets with two or more existing vhf stations and with one or more uhf stations now or formerly on the air, every effort should be made to provide additional vhf channels in lieu of the present uhf allocations, thus deintermixing the markets by making them all vhf.”

The draft said the Commerce Committee felt the FCC had in some cases made deintermixture more difficult by continuing to issue vhf grants. “The committee . . . will expect the Commission to deintermix on a broad basis regardless of the recent v grants,” the draft said.

Deintermixture should be effected as broadly as possible “to make clear to the broadcasting industry, to advertisers and advertising agencies, and to the public that uhf is not only going to be maintained but expanded to assume its necessary place in our over-all television system.”

The committee believes that the licensee or grantee of any vhf channel which is deleted in deintermixture should be granted a uhf channel and that if a new vhf channel is introduced in a community the licensee of a “faltering” uhf station there or a uhf that has been “forced off the air” should be granted the new vhf channel. “If the Commission has any doubt as to its power to do these things,” said the draft, “it should immediately ask the Congress to give it such authority expressly.”

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5; Pittsburgh, Pa., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Coos Bay, Ore., ch. 16.

Turning to the lack of all-wave receivers, the draft said the committee believes that “a formal announcement by the Commission that vhf broadcasting will be discontinued on a fixed date in the future, coupled with an interim requirement of simultaneous vhf-uhf broadcasting by vhf stations, would afford economic inducement for the manufacture of all-channel receivers exclusively.”

In the meantime, however, the elimination of excise taxes on all-channel television sets would remove the present price differential between vhf-only and all-channel sets and would be an incentive to the production of all-channel receivers.

The committee recommended such a move to the Secretary of the Treasury last March, but was unable to get his support.

“The committee still favors removal of the excise tax from all-channel sets generally [color and black-and-white],” the draft said. However as a compromise, the committee urged the House Ways and Means Committee and the Senate Finance Committee to approve promptly legislation eliminating the tax on all-channel color sets. This would represent, at the outset, only a slight loss of revenue to the government.

In the draft of its interim report, the Commerce Committee described its own motives in urging preservation of uhf.

The committee has no desire “to go to the economic rescue” of uhf broadcasters, although it sympathizes with their plight. “Rather, the committee is concerned with preserving uhf . . . so that the uhf frequencies will continue to be used and effectively developed,” the draft said.

“If in the process economic benefit inures to certain uhf licensees, that is simply an incidental result of policies which the committee feels are vital to the future development of American television.

“Conversely, if economic injury results to those who have applied for, or received, grants of vhf channels which are deleted in the process of deintermixing particular markets, that, too, is an unavoidable concomitant of the strengthening and preserving of uhf broadcasting for the benefit of the public generally.”

DISSENTING VOICES ON SHIFT TO UHF: A SENATOR, A BROADCASTERS ALLIANCE

SEN. THOMAS A. WOFFORD (D-S. C.), in a dissenting report issued immediately after the Senate Commerce Committee meeting last Wednesday, said he believes “the current allocation plan should be maintained and all possible steps be taken to promote the growth of uhf stations in intermixed markets.”

In a report prepared for possible co-signatures of other committee members, Sen. Wofford, whose term in the Senate ends next year, said that “only an insignificant number of uhf broadcasters have as yet attempted to become competitive by using the maximum power and effective antenna heights authorized by the Commission.”

“In our opinion,” the report said, “the hearings record has failed to produce an allocation plan superior to or as good as the existing one.” Sen. Wofford cited several statements by FCC Comr. John C. Doerfer favoring the present intermixture. “We are in accord with the statements of Comr. Doerfer,” he added.

Sen. Wofford said the hearing record is full of statements by special interests seeking special consideration and financial insurance for their own particular phases of tv. However, the people have not been fully apprised of the facts, he continued, except for letters from the American Farm Bureau Federation, National Grange and National Council of Farm Cooperatives. All these letters oppose any reduction of present service to rural and smalltown areas, Sen. Wofford said.

Sen. Wofford said he concurred with the committee in recommending an FCC study of the feasibility of deintermixture and transfer of tv to the uhf band, but cautioned that “these proposals must be made the subject of an exhaustive and thorough inquiry . . . conducted by all available competent technical minds . . . to insure that . . . these proposals would not result in loss of tv service to the public” and impose unwarranted costs on both the public and the tv industry.

Until then, it is “premature” to invite comments on non-broadcast use of the vhf frequencies, he said. He felt the 12 vhf channels must be retained and uhf expanded and developed. The danger of a move to uhf is that many people may be deprived of tv service because of their remoteness from large metropolitan areas, he said.

THE Assn. of Maximum Service Telecasters last week told the Senate Commerce Committee the FCC’s June 25 proposals for possible transition to uhf were “premature” and said the association was “unalterably opposed to any plan which would reduce or degrade service to the people in an attempt to provide assistance to a few broadcasters.”

AMST’s chairman, Jack Harris, KPRC-TV Houston, wired Commerce Committee members last Wednesday, saying the association understood that “today” the committee intended to issue a report on allocations and the recent FCC plan.

Mr. Harris said his group endorsed the FCC’s proposal for a program of “expedited research and development” and stood ready to assist in the project. But AMST feels there is an implication in the FCC’s report and order that the FCC has “prejudged the eventual competitive effectiveness of the virtually untried uhf channels.”

“The provisions of the report and order reflect this thought,” Mr. Harris’ wire read, “and cause us to wonder if the report and order is not a significant first step toward an allocations plan based primarily on pressures for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people.”

HOUSE EXPLORES BLACKLIST HASSLE

Fund for the Republic's controversial report alternately defended and damned before Un-American Activities Committee in week-long hearings.

THE House Un-American Activities Committee last week spent four days hearing opposing testimony on the controversial report published by the Fund for the Republic on blacklisting in the radio-tv and motion picture industries and in the New York legitimate theatre [B•T, June 25].

Charges that there definitely is a blacklisting system in radio-tv and that a few men in New York hold behind-the-scenes power which can determine the fate of persons employed in the industry were made by John Cogley, director of the Fund's report, and Arnold Forster, general counsel for the Anti-Defamation League of B'nai B'rith, national Jewish fraternal organization.

Denials that there is blacklisting and responses that the very term is "reprehensible" were entered by a group of witnesses who had been named in the report as the powerhouse "clearance" men whose yesses and no's mean the difference between employment and unemployment in radio and television. Nevertheless, they all admitted that they have been engaged in the work of keeping communists or communist sympathizers out of the entertainment media or of "rehabilitating" those who have seen the error of their ways.

This latter group of witnesses were Frederick Woltman, columnist for the *New York World-Telegram & Sun* (Scripps-Howard); James O'Neil, director of American Legion publications (*American Legion* magazine and *The Firing Line,* an anticommunist publication); Vincent Hartnett, "talent consultant" to the radio-tv industry and co-author of *Red Channels,* a listing of alleged communists and sympathizers; Roy M. Brewer, manager of Allied Artists Picture Corp.'s New York office, and from 1945-53, international representative in Hollywood for International Assn. of Theatrical & Stage Employes (IATSE); Paul Milton, board member of AWARE Inc., an anticommunist organization. George Sokolsky, syndicated newspaper columnist and one of the "clearance" men listed in the Fund's report, was unable to appear because of illness and submitted a statement to the House group.

Scheduled to testify last Friday were Mr. Milton; Godfrey Schmidt, president of AWARE; and Francis J. McNamara, director of the Veterans of Foreign Wars' American Sovereignty Campaign and former editor of *Counterattack,* an anti-red organ which published *Red Channels.*

The hearing began Tuesday morning with Mr. Cogley on the stand, where he was subjected to intensive and often sarcastic questioning by Richard Arens, counsel for the House committee. During testimony Wednesday by Mr. Forster, committee Chairman Francis Walter (D-Pa.) commented that Mr. Forster's testimony "confirmed the committee's suspicions" that the Fund's blacklisting report "is not worth the paper it's printed on."

The committee's decision to hold public hearings—previously scheduled to be closed sessions—brought protests from Robert M. Hutchins, president of the Fund for the Republic. In a statement, issued Tuesday, Mr. Hutchins said: "The Fund regards the subpoenaing of Mr. Cogley to justify his study before the House Un-American Activities Committee as an unprecedented invasion of freedom of thought and expression in the United States." He said any questions about the report should be submitted instead to the Fund's board of directors.

Mr. Hutchin's letter of protest to Chairman Walter at one point brought Bethuel Webster, counsel for the Fund, out of his seat in the audience to insist that the Hutchins letter be entered in the committee record. He was gaveled into silence by Chairman Walter.

At one point during the hearing, Mr. Forster told the committee that whether or not the report was inaccurate, it would serve a public service if it drew attention to what he felt were definite blacklisting practices in radio and tv.

Chairman Walter agreed: "I think you are absolutely correct."

At another point, Mr. Hartnett called Mr. Cogley an "ass" and accused the report's director of "outrageous falsification." ". . . This man Cogley . . . Whew!" he said.

Taking part in the hearings at one time or another were Chairman Walter and Reps. Clyde Doyle (D-Calif.), Edwin E. Willis (D-La.), Morgan M. Moulder (D-Mo.), James B. Frazier Jr. (D-Tenn.), Harold H. Velde (R-Ill.), Bernard W. Kearney (R-N. Y.), Donald L. Jackson (R-Calif.) and Gordon H. Scherer (R-Ohio).

Draws Bead on Cogley

Mr. Arens, who did most of the committee's interrogating, centered his most sarcastic questioning of Mr. Cogley about the statements attributed in the report to the "New York public relations expert" (Mr. Forster) and Mr. Cogley's conclusions drawn from the interview. This related to several persons who were described as "clearance" agents; i.e., those who had the power to "clear" a person's employment or re-employment in radio and tv. The report had said that not only was the approval of one or more of these men necessary to be cleared, but that some of these "clearance" men were the ones who had caused the prospective employe to be blacklisted in the first place.

Asked if Mr. Sokolsky was one of the group, Mr. Cogley said he was; that Mr. Woltman, had much influence, but was not of the stature of Mr. Sokolsky; that Mr. O'Neil, through his capacity with the Legion, qualified as one of this group, and that Jack Wren, of BBDO, was also influential "if anyone wants to work at BBDO."

Mr. Cogley cited a letter to support his contention that often the person giving "clearance" to an individual is the one who was responsible for the individual being blacklisted in the first place. The letter, which he said was from Martin Gang, of Gang, Kopp & Tyre, Los Angeles law firm, to Daniel T. O'Shea of CBS, dated Oct. 1, 1953, said in part:

"Bill Robinson [William N. Robinson] passed every test, including recommendation from Mr. Vincent Hartnett, one of the authors of *Red Channels,* original listing which brought about his first problem in this field.

"He has passed the Larry Johnson of Syracuse test because of the assurance given him by Ward Bond and the Motion Picture Alliance. He has been certified by Roy Brewer, and, I gather because of that, by George Sokolsky."

Mr. Cogley, who appeared without counsel, said the planned counsel had decided not to accompany him after Chairman Walter announced only the day before the hearings started that sessions would be opened to the public, instead of closed as previously planned.

Mr. Arens quizzed Mr. Cogley on the backgrounds of members of the blacklisting study project. Mr. Cogley said he knew Paul Jacobs, one staff member, had been a member of the Young Communist League, but that was 20 to 22 years ago, he said, adding that now Mr. Jacobs is well known as an anti-communist.

Mr. Cogley said Michael Harrington, another member, is a socialist and is anti-communistic. This brought the rejoinder from Mr. Arens that Lenin, former head of the Soviet Union and one of communism's chief philosophers, once said that socialism represents only a transitional period from democracy to communism.

Asked by Mr. Arens if he knew that Marie Jahoda, a woman staff interviewer, had belonged to the Socialist Democratic Party in Austria and had only come to the U. S. in 1945, Mr. Cogley said he only knew she had a foreign accent.

Mr. Cogley said there is "a multiplicity of lists" in the radio-tv industry which are or have been used "in a most erratic way" by employers in the industry.

Mr. Cogley, admitting that the New York "public relations expert" referred to in the report by an initial was Mr. Forster, refused, however, to identify others identified in this manner on grounds he had agreed with these persons not to disclose their names. Mr. Forster had let it be known before the hearing that he suspected he was the person referred to in the report.

CHAIRMAN Francis Walter (l) confers with Committeeman Clyde Doyle at last week's hearing on Capitol Hill.

After Mr. Arens had questioned Mr. Cogley on the identity of other persons identified only by single initials in the report, Rep. Doyle objected. "This is an investigation into subversive activities and unless there is a showing along that line, I think it is a violation of the freedom of authors and the press to go to this extent," he said. Reps. Frazier, Willis and Moulder sided with Rep. Doyle. Rep. Jackson said he agreed but that some distinction should be made between the right of the "free American press" to withhold sources of information and the right of someone hired by a tax-exempt foundation to do so.

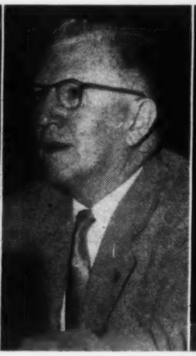
Mr. Arens questioned Mr. Cogley closely about several persons which the report indicated were blacklisted from radio-tv and motion picture employment after their names were circulated in *Red Channels* and other private organs.

Why, Mr. Arens asked, didn't Mr. Cogley explain in his report, in each instance, that these persons later were identified before the

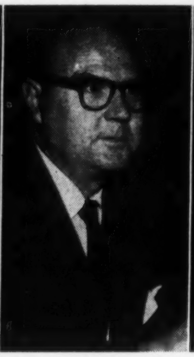
COGLEY

FORSTER

WOLTMAN


O'NEIL

HARTNETT


BREWER

MILTON

House Un-American Activities Committee as having been identified with communism or having pleaded the Fifth Amendment

Mr. Cogley said he had explained in another part of the report that these persons had been so identified later before the House group, indicating he did not feel obligated to explain this after each name. He said there were "many ways" to write the report and he wrote it his own way.

Mr. Cogley said he understood there were two organizations in the business of supplying information on the background of employes or prospective employes in the radio-tv industry. He said he had "heard rumors" that "clearances" were sold but had no evidence of this. He said he understood there were "public relations" men who used their influence in "clearing up" charges against individuals and were paid fees by the sponsor of the program on which they were to participate.

During questioning of Mr. Cogley, Chairman Walter commented that he thought the views of the staff of the fund report "are all pretty well known and in one direction," and that this kept the report from being objective.

'Why Was I Called?'

Asked by Rep. Doyle if he had any statement to make, Mr. Cogley replied that he would "like to know why I was called."

Mr. Forster, who also was subpoenaed, said some of the quotations attributed to him in the report were his words, but that the statements were far from complete.

He said the Anti-Defamation League adheres to a standard practice of helping no one who pleads the Fifth Amendment before a congressional committee on communist allegations or who otherwise refuses to cooperate. He said he had helped "clear" at least eight people. He said ADL expresses "gratitude" to Mr. Sokolsky, Mr. Wren, columnist-commentator Victor Reisel and others for their help in clearing these persons. He felt persons "knowledgeable" of communism would "look twice" before hiring persons who have been associated with communism and are unrepentant or uncooperative.

He said he felt an employer has the right to hire actors and actresses against whom allegations of communism have been made, but only after the person has had an opportunity to "be heard."

Mr. Forster felt that there is a "serious problem" of blacklisting; that this is a "dreadful thing" that has "plagued the industry," but he knew of no solution.

Mr. Woltman said he had found no "blacklisting" in radio-tv and that he was "upset" to read the fund report, which mentioned his own name and those of others as being "clearance" men. He said he didn't recall ever being consulted by anyone about a prespective employe in the radio-tv industry. "I was dragged in by the heels," he said, in a reference to the blacklisting report.

He said the report uses the word blacklisting "recklessly." The report could have used another world, he said, but then it wouldn't have been able to "toss everything into the barrel." The whole import of the report, he added, is that blacklisting is "universal and is a lousy setup."

He said he did not necessarily think it "reprehensible" for an employer to refuse a job to a person identified with communism, but that an employer who did so is taking the "easy way out." Mr. Cogley, he added, "believes everybody is entitled to employment regardless of his political beliefs." He felt it is "up to the employer" to refuse employment to persons with communist records, but thought it "reprehensible to eliminate everyone on a certain list."

Mr. Woltman said it is "untrue" that he is one of the "clearance" men described in the report and criticized the journalistic principles employed by Mr. Cogley and the staff in making the report.

He admitted that he keeps several files in his office on persons alleged to have communist associations, but maintained this is necessary to write for a newspaper.

Mr. Woltman said the fund report "has put advertising agencies on the spot. They'll be much more careful [now that they] have been made the goats."

Both Reps. Walter and Jackson complimented Mr. Woltman on his help in fighting communism. Rep. Jackson said the committee owed a "debt of gratitude" to Mr. Woltman and other "private persons" who work against communism and said he felt it would be bad if such persons were in "any way swayed." Rep. Walter told the witness he has "made a great contribution to this fight for freedom and liberty."

Mr. Sokolsky's statement said the report suffers from "inadequate research, from either an unwillingness on an inability to get at all the facts, from a double-standard of morals."

He said the report identified some persons by name, others by initials and that some are turned into composite personalities to hide their identities. This, he said, is characteristic of what Mr. Cogley and others have described as "McCarthyism . . . an acusation without adequate proof or any at all."

Mr. Sokolsky said his interest has been entirely in the movies and never in radio-tv. He said there was a possibility of "rehabilitating" men and women in Hollywood so they might contribute to American life and that the movies are well-organized with few companies and headed by people of "responsibility," while radio-tv is a "vast arena of networks, local stations, advertising agencies, producing companies, with participants who come and go and about whom one learns only long after the event." Thus, he said, he felt it was "impossible to do anything constructive in radio and television."

Mr. Sokolsky described a "rehabilitation" procedure in which movie people stated their cases in letters, after which efforts were made on their behalf. He felt some 300 people had been helped in this way and that instead of a "blacklisting effort," this was "an effort in rehabilitation."

Referring to the "public relations expert" in the report, he said it would seem "that someone was boasting, was trying to give the appearance of being a big shot. . . . His motive could only have been to advertise his importance. No one ever asked me to see 10 or 12 persons interested in radio and television."

Mr. O'Neil said the American Legion set up a system under which Legion posts throughout the country got an explanation from Hollywood if they accused any film people of having communist ties.

He denied ever being a "clearance man" and called the fund report a "distortion if not an untruth" in naming him as one of those "participating in clearances."

Information, Not Blacklist

Mr. O'Neil said the American Legion does not believe those identified with communism should be employed in the entertainment industry. Articles on communism in *The Firing Line* are written as information for local Legion posts and not for the purpose of a blacklist, he said.

The Legion, he said, is interested in "rehabilitation" work and "made a major contribution in helping to restore a climate of employment for the innocent, the stupid and the repentant guilty" in Hollywood.

Mr. Harnett said he hadn't previously been in the business of "clearance," and never received compensation from individuals. He said he was employed directly by one network, "a couple" of advertising agencies and "several leading sponsors."

However, he said, he got so many requests for help in getting jobs that he "had to charge fees." He said that despite all the investigation by congressional and state committees, he felt not more than 5% of the communists "have been uncovered."

Mr. Hartnett said there are 30 known communists in the New York chapter of American Federation of Television & Radio Artists (AFTRA) and estimated there are 150 actual communists in the 5000-member chapter and a total of 400 who are sympathetic to communist aims.

He said there is an "extreme danger" in the exposure of young people to communism, since they go along with progressive movements to gain favor in obtaining jobs from communists who are in a position to use influence in their behalf.

Mr. Harnett said the fund report shows "an amateurish grasp of the radio-tv" industry and that it never gets to the "base of the whole issue. . . . Are communists in radio-tv and is it evil?"

"Blacklisting," Mr. Hartnett said, is "a nasty term. To attach blacklisting to honest and fair efforts to keep communists out of radio and television is a dangerous thing." He said a few non-communists had become unemployable in radio and tv because of "confused identity."

The 'Parallelism' Tactic

He said one well-known communist tactic is the use of "parallelism" in television programs. This, he said, is through the repetition of programs where justice is frustrated, such as the movie, "Oxbow Incident," shown on television, and a tv film, "Tragedy in Temporary Town," both showing persecution of the "wrong" people. "In script after script," Mr. Hartnett said, the communist line shows "the wrong man sentenced." "If you could believe television," he added, neither the courts, juries nor law officials are capable of rendering justice.

He accused Mr. Cogley of "cropping" (i.e., not stating all the facts in context) in preparing the fund report.

Mr. Hartnett said he had been accused of blackmail in one case where he asked $200 as his fee for clearing the name of Kim Hunter, an actress seeking employment on radio-tv. He said Arthur Jacobs, Hollywood talent agent, had written him asking for work on the clearance.

Knowing, Mr. Hartnett said, that Mr. Jacobs himself was probably getting "five Gs" on this single account and maybe "fifty Gs" a year, "I'd be an ass if I did it for nothing."

Mr. Hartnett admitted he keeps records on alleged communists. "I'm an honest man and try to do a good job," he continued.

Referring to a statement in the report which indicated that Jean Muir, actress, had failed to find employment after being identified with communism in *Red Channels,* Mr. Hartnett said Miss Muir later "admitted more than *Red Channels,* had charged." Actually, Mr. Hartnett said, Miss Muir doesn't work now "because she's a sick woman." He described the fund report as "The White Paper on Communism."

Mr. Hartnett said he had been interviewed by Mr. Woltman in 1949 on persons identified with communism but that there "was no collusion in a sinister sense."

He said he also had forwarded letters to Messrs. Sokolsky and O'Neil from persons in Hollywood.

In Chicago Donald F. Conaway, national executive secretary of AFTRA, answered Mr. Hartnett's charges with this statement:

"The New York local of AFTRA has already instituted proceedings against a New York AFTRA member uncooperative last fall when questioned by a Congressional Un-American Activities Subcommittee. If Mr. Hartnett knows of "150 reds" who are actually members of AFTRA, he has only to submit the list of names and AFTRA will proceed to act under its own national constitution."

Mr. Conaway cited a constitutional rule amended by AFTRA this past May which reads:

"No person shall be eligible for or retain employment in AFTRA who maintains membership in, knowingly promotes the special interests of, makes financial contributions to, or renders aid and assistance by lending his name or talents to the Communist Party or any organization known to him to be a portion, branch or subdivision thereof, or any organization established by due federal process, legal or judicial, to be subversive."

Mr. Brewer said he had used what influence he had in the motion picture field to work against a very evil force (communism) and to help those "tricked" into difficulties involving communism. He said he had probably helped "rehabilitate" a hundred persons in the movies today. He felt that Hollywood has been cleaned up of communists, but that the reds still thrive in New York, on and off Broadway.

He said his and others' efforts to "shake off" the communists' hold on Hollywood brought charges of blacklisting. He admitted that he made direct efforts to suppress one film, "Salt of the Earth," which he felt would prejudice Latin Americans and others against the U. S. He denied being a "clearance" man.

Although many communists have gone underground, Mr. Brewer said, they will have to expose themselves or lose their usefulness to communist causes.

Mr. Schmidt began testimony Thursday, but his appearance was continued to last Friday.

Chairman Walters, in an address Thursday to the annual encampment of the Pennsylvania Veterans of Foreign Wars, meeting in Philadelphia, said in part:

"The report pretends to be completely objective and impartial. Actually, it is about as partisan and prejudiced as it is possible to be. By the omission of some material and by the selection of other, by repeated emphasis on some facts and suppression of others, it makes an indictment of everyone who has been active in opposing the employment of communists and communist sympathizers in the entertainment industry. Moreover, several of the staff were already committed to a specific viewpoint before they began their work on the report and had backgrounds that made it difficult, if not impossible, for them to be anything approaching objectivity or impartiality . . .

"We have not found any evidence of a 'blacklist' of the kind that the report describes. We have found no 'lists' which are used to banish people from jobs. We have found no 'clearance men' who, as the report so eloquently puts it, have the 'power to wound and the power to heal'. Nor, as the report seems to imply, any body who wounds *in order* to heal—and for considerations which have nothing to do with patriotism."

HOUSE COMMITTEE ON MONOPOLY HUNT

THE staff of the House Antitrust Committee strove strenuously for two days last week to make the FCC say that CBS and NBC were monopolies and that option time and must-buy practices of networks were in violation of the antitrust laws.

The Commission, mainly FCC Chairman George C. McConnaughey with Comrs. Rosel H. Hyde and John C. Doerfer and staff executives General Counsel Warren Baker and Economist H. H. Goldin, refused to agree with the charges.

The two-day session also saw:

- Financial returns by the networks for 1955 made public (see separate story on this page).
- Recommendation that financial returns by stations and network affiliation contracts be made public regularly.
- CBS President Frank Stanton, required to attend a closed executive session of the committee with FCC Comr. Robert E. Lee, was scheduled to appear also in executive session on Friday. There was no comment by the committee or the principals on the subject under discussion.

The attack on CBS' and NBC's alleged dominance began at the start of the hearings when Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Subcommittee, released financial figures indicating the rate of return on investment made by the two major networks in the last few years.

The figures for earlier years were the same as those issued by Sen. John W. Bricker (R-Ohio) in a Senate Commerce Committee report [B•T, April 30]. The 1955 figures were new.

Mr. Celler termed these returns "extremely high." He said that the profits were so high because stations were "insulated" against competition because of the scarcity of frequency space. The high rate charges, the New Yorker declared, meant that only the more wealthy and highly concentrated companies can use television. This means small companies are frozen out, he added.

Chairman McConnaughey called attention to the fact that Congress, in the Communications Act, declared that broadcast stations were not common carriers. Thus, he maintained, the Commission cannot treat stations as it treats common carriers, regulating their rates of re-

CELLER TELLS WHAT NETWORKS MADE IN 1955

Network revenues for 1955 were disclosed last week when Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, revealed last year's figures for CBS, NBC and ABC. These figures are usually lumped together in an overall report by the FCC in the fall of the succeeding year.

Mr. Celler reported these 1955 figures, from information supplied by the FCC:

- CBS and NBC and their nine owned tv stations took in $312,658,470, or 41.99% of the revenues of all networks and all stations.
- CBS and its four tv stations received $153,614,317, or 20.6% of all tv revenues.
- CBS network only grossed $121,953,917.
- NBC network only took in $124,353,526.

Both networks took in 87.2% of all network revenue, Mr. Celler said. That means ABC took in 12.8% of total tv revenues.

Income before taxes, Mr. Celler said, was as follows:

- CBS and NBC and nine owned stations—$65,050,186 (or 43.3% of all tv income). This is a 131% return on total tangible property investment of both nets in broadcast properties of $50,067,737.
- CBS and four owned stations—$34,870,837 (or 23.2% of all tv income).
- NBC and five owned stations—$30,179,349 (or 20.1% of all tv income).

Mr. Celler stated that WCBS-TV New York, the CBS flagship, reported a net 1955 income before taxes of $9,375,339 on a total investment of $409,484—a return of 2,290%. He also reported that WRCA-TV New York, the NBC flagship, had a net 1955 income before taxes of $7,260,255 on a total investment of $846,728—a return of 857%.

ABC and its five owned stations had a 1955 net income before taxes of $5,108,314, Mr. Celler reported. He said this represented a 78% return on a capital investment of $6,571,627.

And, the New York congressman added, DuMont stations (WABD [TV] New York and WTTG [TV] Washington) had a 1955 net loss of $1,048,753.

turn. He defended the right of private businesses to make profits and emphasized that the FCC can only see that stations are operated in the public interest.

A long wrangle developed over whether or not the FCC should make public disclosure of financial reports and network contracts. These have always been regarded as confidential information. Comr. Hyde called attention to the fact that there is nothing in the Communications Act which authorizes the FCC to require such reports. He said the reports were called for under the Commission's general powers to keep informed about the industry it regulates. Mr. Baker emphasized that it was government policy not to make public information of competitive value.

The bulk of the dominance argument by the committee staff—Herbert N. Maletz, counsel; Samuel R. Pierce Jr. and Kenneth R. Harkins, associate counsel—was based on the FCC's 1941 Chain Broadcasting Report. This report held that NBC and CBS were the dominant radio networks. The questions were why the FCC had not done anything about this since then.

The same line of questioning was posed by the committee staff regarding option time and must buys—also referred to as against the public interest in the 1941 Chain Broadcasting Report.

Mr. McConnaughey replied that the FCC, since 1949, had been asking for funds to make a new evaluation of network practices. It was only last year, he pointed out, that Congress had appropriated funds for this purpose. He said the network study staff was working on this and other matters now.

Aroused at the dominance allegations, Mr. McConnaughey stressed that networks were not dominant in radio anymore. He declared that this was due to more stations being on the air, resulting in a more competitive situation. When all 70 of the uhf channels are in use, he declared, there will be no dominance by two networks; there will be "many more" networks.

Mr. McConnaughey agreed that CBS and NBC were "potent" in the tv field, but he also admonished that ABC was coming up strong.

"That's why we want to use the uhf channels," he said. "That's the answer to the whole problem. Natural competitive forces solved the radio problem and I think the same thing will happen in television."

Dean Roscoe Barrow, head of the network study staff, asked that he not be forced to make judgments on matters that the network study staff was in the process of collecting, collating and weighing. The committee agreed to his request.

Mr. Baker remarked, in answer to another question, that the FCC's network regulations do not insulate networks from antitrust action by the Dept. of Justice. There had been references to a Justice Dept. complaint against NBC and CBS in 1941 which was withdrawn when the Commission promulgated its network rules. The complaint charged that the networks' practice of option time and must buys violated the antitrust laws.

There have been reports from time to time that the Dept. of Justice is investigating these network practices for a possible antitrust complaint.

The committee quizzed the commissioners and their aides on the alleged unfair practice of networks setting their affiliates rates for network programs. It also sought to determine whether networks discriminated between single station owners and multiple station owners in payments for network programs.

Option time was termed by Mr. Celler as a restraint of trade. He based this on the fact, he said, that a network could cause a station to drop a locally sponsored program on 56 days' notice.

Mr. McConnaughey called attention to the fact that there have been no complaints on this score from advertisers. He said this attitude was held by a "disgruntled" broadcaster. He presumably was referring to Richard A. Moore, KTTV (TV) Los Angeles, who last March made these charges in an appearance before the Senate Commerce Committee.

The committee staff called attention to the fact that in the FCC's proposed network rules in 1941 option time had been forbidden. This was revised in the final regulation, permitting networks to option no more than three hours in each segment of the broadcast day—8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m., and 11 p.m. to 8 a.m.

Comr. Doerfer was asked about his testimony before the Senate committee regarding must buys. This is the practice whereby a network requires an advertiser to buy a minimum number of stations.

Mr. Doerfer stated he thought networks were doing a public service in forcing advertisers to sponsor programs for more people than they desired or required for selling their product. He maintained that the whole pattern of network operation must be examined before a charge of antitrust violation can be brought. Option time and must buys are only elements in this, he pointed out.

"I am not, while a commissioner," Mr. Doerfer stated, "going to label something a crime without being convinced beyond a reasonable doubt."

The committee has announced that a further hearing will be held in New York in September. It is presumed that this will bring network officials to the stand.

Late last month, the committee quizzed the FCC on the Westinghouse-NBC station swap [B•T, July 2].

PLAYBACK

QUOTES WORTH REPEATING

THE BROWNELL RHUBARB

Editorial in the Washington Post & Times Herald, *criticizing Attorney General Herbert Brownell's announcement on NBC-TV's* Press Conference *that the Justice Dept. was instituting antitrust action against General Motors:*

THE MANNER of the announcement raises a very interesting question indeed. The condition on which a person is invited to be interviewed on the new program is that he or she must have what the producers of the program consider a worth-while news story to break for the first time.

This means, obviously, that time is bound to elapse between the birth of a news development, the confiding of it to the producers of *Press Conference* and (assuming their approval of it as meritorious) the disclosure of it to the public. It means, in other words, that news to which the public is entitled may be held up to suit the schedule and serve the commercial sponsor of a particular tv program. . . .

When the Attorney General delays announcement of an antitrust action to present it under select conditions on a sponsored program, he is manipulating public property to serve a private interest.

Arthur Krock, writing in the New York Times *of the Brownell announcement:*

EVEN the many people here who give him [Brownell] full marks for boldness were not prepared for this unabashed and open use of his official position to save an item of vital news, to which all the people were simultaneously entitled, to aid one company to sell its products and to favor a friend.

So far as the friend is concerned—Miss Martha Rountree, who was starting her new tv program and, of course, wanted to impress her sponsor—there is no fair criticism to be lodged against her. This is not the only place in the world where all but the envious agree you are entitled to what you get by honorable means. . . .

The responsibility is with the Administration, and in the matter of the Brownell announcement it will be burdensome.

David Lawrence, editor of U. S. News & World Report, *in his syndicated column (by the* New York Herald Tribune):

EVERY "scoop" and every "leak" of news, to be sure, favors some "sponsored" medium of information. For in a sense, every publication that is dependent on advertising revenue is "sponsored" as the term is used on television.

There has always been a rivalry between the different mediums of communication and it is natural, when one of them gets a better break on the news, that the others sometimes indicate their disfavor. It's happening all the time in Washington when some news conferences are scheduled to be held at hours that favor morning newspapers over afternoon newspapers or vice versa.

Reporters who don't like the fact that a particular television program was chosen for the giving out of an important piece of news have a simple remedy available. They can dig out pieces of news like that of the other evening's program and print them ahead of time. . . .

So far as the Attorney General or any other Cabinet officer is concerned, he may choose one medium today and another tomorrow. That's his prerogative. The press had no legitimate basis for protest the other day, for it couldn't have printed the news a moment sooner if Mr. Brownell had not appeared on the television program and had merely given it to the press in a mineographed "handout" . . . The only folks who really had a kick coming were the rival networks in the television business . . .

A DIME

LIBERTY
IN GOD WE TRUST
1955

will go a long way these days on WHO Radio!

Take 1 to 3 p.m. as an example . . .

WHEN you dig out the *facts,* you find that early-afternoon radio time is really a bargain these days. For example, consider what one thin dime will buy on *WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 1 and 3 p.m. will deliver a minimum of 45,124 actual *listening* homes, in Iowa alone!

That's at least 95 homes for a dime, or 1000 homes for $1.05—*ALL LISTENING TO WHO!*

That's *measured,* at-home listening. In addition, WHO's 50,000-watt, Clear Channel signal is heard by thousands of *extra, un*measured listeners, both in and outside Iowa. There are over half a million car radios *in Iowa alone*—as well as thousands of bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward give you all the proven facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

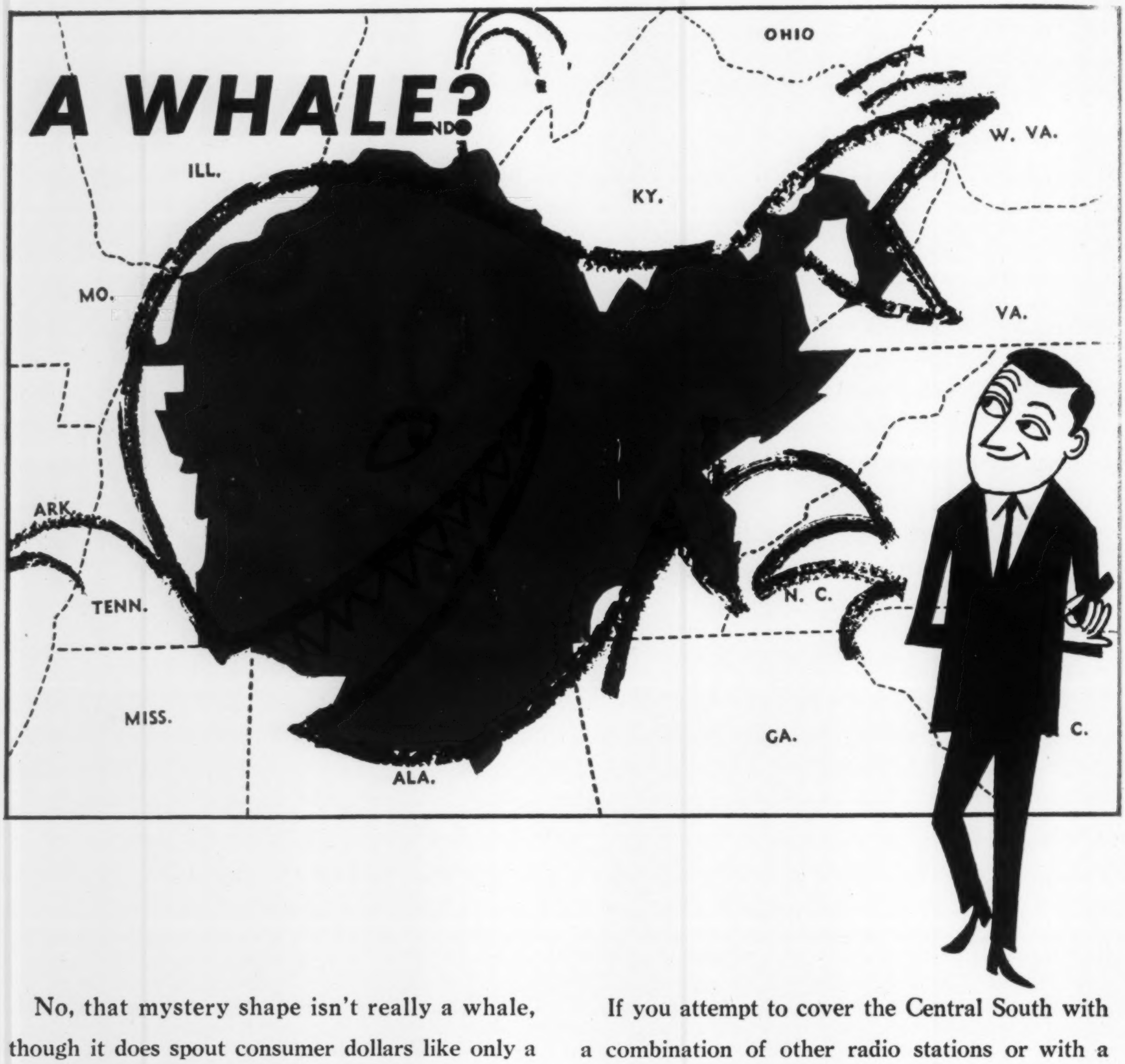
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives



No, that mystery shape isn't really a whale, though it does spout consumer dollars like only a few other top markets that you'd recognize instantly as "a whale of a buy"!

Actually it's a map of "The Mystery Market"... one of America's richest... The Central South... a $2,713,371,000 market—richer than the cities of Denver and New Orleans put together... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM...and that's WSM Radio in Nashville.

If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

650 KC WSM RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville – Clear Channel – 50,000 Watts

NETWORKS GET SET TO LOSE $5 MILLION AT CONVENTIONS

And that's a minimum figure, they'll hasten to explain. This even though advertisers will shell out $15 to $16 million to sponsor the most extensive coverage of any event in electronic history. Their loss will be the public's gain, however, as detailed preparations promise reporting of highest calibre.

THE NATIONAL political conventions next month—a "natural" for radio-tv coverage—will be blanketed by the media to an extent that will far surpass any event in electronic history.

Should the conventions run longer than now anticipated—despite GOP plans to "trim" its schedule to fit the demands of the electronic eye—the cost of convention coverage to the networks, over and above actual revenue gained from their sponsors of the convention-election package, will spiral upwards proportionately.

Already early estimates indicate that for the networks this will be a costlier convention than in 1952. That year, the networks lost perhaps as much as $4 million in billings (although some was recaptured) despite sponsorship revenue.

All the networks except Mutual which still hopes for an underwriting before gavel time, have sold their radio-tv convention-election packages to national advertisers. The lineup: Westinghouse Electric Corp. will pay about $5 million for the CBS package; Philco Corp. will shell out $4.3 million for ABC coverage, and three advertisers, its is understood, are picking up the approximately $5 million tab on the NBC package. The three are RCA, Sunbeam and Oldsmobile Div. of General Motors Corp. The ABC, CBS and NBC sales include both radio and tv.

An estimated $14 to $15 million will represent the sum worth of the total radio-tv network packages, assuming sponsorship of Mutual's coverage, set at $1 million to $1.5 million.

Working against this formidable revenue will be the big network production expenses, preemption production charges, commercial program cancellations and rescheduling of certain programs. In tv, with station lineups greater and time more expensive, the billing base is higher and, as a result, any commercial time lost will be at a much greater dollar rate than in 1952 when the convention coverage spilled over into extra hours.

Specific Losses Unknown

Network spokesmen hesitate to pin down anticiapted losses. Despite the iffiness, however, it can be projected that the *minimum* loss to the networks (after deducting the revenue from sponsorship) will total $5 million. The network executive is quick to predict that losses could go higher.

CBS, NBC, and ABC, for example, each will pay out about $1.5 million for actual convention production costs. This is a total of $4.5 million, to which Mutual's $250,000 for radio coverage only, gives a grand total of more than $4.7 million. This is the base from which the costs can be figured.

Above this sum: $800,000 to $1 million in preemption production charges (payments which must be honored for talent and commissions for commercial shows that are cancelled) for each of the radio-tv networks (although ABC's total may not be as great). Mutual's total probably would be less than $100,000. To all this is added the millions of dollars in time charges which preemptions, cancellations and rescheduling entail.

More than 1,000 network people—newsmen, technicians, engineers, producers, assistants and a top corps of executives—will be employed in bringing the gavel-to-gavel portrayal to viewers throughout the land.

Complicating this summer's coverage is the closeness in time of the two conventions (Democrats on Aug. 13 and Republicans on Aug. 20) and the distance apart (Democrats in Chicago and Republicans in San Francisco, more than 1,900 miles away). While this situation will aggravate an already aching chore of transporting men and equipment, the proximity of time and a hope that the GOP will trim its convention schedule may help the billing factor. It is the spilling over of schedules into extra days that gobbles up costly commercial time.

THERE will be many new coverage techniques utilized in network tv coverage of the Chicago and San Francisco conventions. Here is an example of what NBC-TV's five-way split screen could look like: Adlai E. Stevenson (center) and the reactions of Harry S. Truman (upper l), Sen. Estes Kefauver (D-Tenn.) (upper r), New York Gov. Averell Harriman (lower l) and Sen. John F. Kennedy (D-Mass.) (lower r).

The networks are not the only broadcast entities which will stand to lose should the conventions drag through extra periods. Under CBS' plan it's understood that stations will be compensated for the first 20 "clock hours" of each convention for a total of 40 clock hours for both conventions. On election night, CBS will provide stations with four hours compensation and four hours coverage.

A summary view of each of the networks' coverage plans:

NBC will have nearly 400 persons, three mobile units and more than 40 cameras covering the conventions. This number of men and equipment, the network points out, would be more than is "customary" to operate two "full-scale" tv stations. Within two days the men and gear must be transported from Chicago to San Francisco.

A three-man anchor team, made up of newsmen Chet Huntley, David Brinkley and Bill Henry, will be headquartered in the network's "Tv-One" center to collect and disseminate the news for NBC-TV at both conventions. NBC's radio operation will be run by Pauline Frederick and Ned Brooks. NBC executives supervising coverage will include Davidson Taylor, vice president in charge of public affairs; William R. McAndrew, director of news, and Barry Wood, director of special events.

Among the NBC reporters who will be covering developments are John Cameron Swayze, Morgan Beatty, Ray Scherer, Dave Garroway, Frank Bourgholtzer, Merrill Mueller and Ann Gillis. H. V. Kaltenborn will perform the specialized function of analyzing the events of the convention for the 12 to 16 year-old age group.

Roving mobile units, one-man cameras and radio transceivers will feed pictures and information to headquarters from various news points—airports, railroad stations, sidewalks. Film units equipped with high-speed developers will record events that break rapidly. An extensive telephone system will be arranged.

NBC plans to originate many of its popular news and discussion programs from the convention cities, including *Today, Meet the Press, Home, NBC-TV News Caravan* and *News of the World*. On the eve of each gathering, NBC-TV will present a full-hour television program from each of the convention cities.

NBC equipment at the conventions will stress portability and mobility. Among the equipment to be used by NBC are the RCA "transceiver," a tiny, two-way radio that is the size of a lady's formal handbag, and the "creepie-peepie," a portable tv camera. Other gear to be unveiled at the meetings are a portable camera power supply, the 7½ pound magnetic film amplifier and cellomatic projector equipment, which will use new, fast film developed by Polaroid, permitting a film transparency to be projected only two minutes after the photograph is snapped.

Some Color Planned

Though color will not be a major factor in the telecasting of this year's conventions, NBC-TV is considering colorcasting "sidebars" (features related to the convention) from either San Francisco or Chicago and perhaps from both sites. Though plans still are in the making, the network has been thinking in terms of presenting interviews and similar features which lend themselves to color pickups. Convention advertisers will not be required to pay the additional costs for color, according to a spokesman, since the convention coverage sales are for the entire package.

NBC-TV also is preparing for the contingency of overlapping conventions. In the event that the Democratic gathering extends beyond the expected schedule of four to five days and thus conflicts with the Republican meeting the following week, NBC-TV is considering the possibility of kinescoping the highlights of the GOP convention in San Francisco. This latter programming would be for delayed broadcasts and probably scheduled on adjacent periods to the coverage of Democratic developments. No extra charge to advertisers is contemplated for the kinescope service.

CBS is assigning a record crew of some 350 reportorial, production and technical personnel to work directly on convention assignments and will use about 22 tons of equipment to cover the two meetings. It plans to fly 10 to 12 tons of gear from Chicago to San Francisco after the Democratic convention ends, set it up and have it in operation in less than 24 hours.

Sig Mickelson, vice president in charge of news and special events, will be the overall

THESE NBC executives are busy behind the scenes preparing for the convention next month. L to r: George M. McElrath, director of technical operations, shown with convention floor plans; Davidson Taylor, vice president in charge of public affairs, holding a transceiver, and William R. McAndrew, director of news, holding a "creepie-peepie."

ABC's convention coverage will be directed by vice presidents John Daly (seated) and Thomas Velotta, who will direct 30 newsmen and a total staff of 350.

WHILE CBS' arrangements come under the direction of Vice President Sig Mickelson, who here is studying production details at Chicago's International Amphitheatre.

supervisor of convention coverage. His chief aides will be Elmer Lower, director of special projects, CBS news and public affairs; John Day, CBS director of news, and Paul Levitan, executive producer for the conventions. Robert A. Skedgell, CBS news executive producer for radio, will be director of radio broadcasts, and Don Hewitt will serve in a similar capacity for CBS-TV.

Walter Cronkite will serve as "anchor man" for CBS-TV coverage and Robert Trout will perform in a similar capacity for CBS Radio. Among the 25 analysts, broadcasters and reporters who have drawn convention assignments are: Edward R. Murrow, Eric Sevareid, Charles Collingwood, T. Wells Church, Allan Jackson, George Herman, Blair Clark, Griffing Bancroft, Bill Shadel and Richard Hottelet.

Mr. Mickelson disclosed that about 30 tv cameras will be covering all phases of the convention story in both Chicago and San Francisco. Among the electronic equipment to be on hand will be the new "no-hands" telephone, high speed electronic calculators, CBS-designed "walkie-talkies" and a new television camera. Mr. Mickelson indicated that CBS-TV may use the new Ampex videotape recorder at the convention.

Since last February, the network has been covering significant political developments on radio and television by means of the CBS news "Campaign Cavalcade," special 12-man reporting team, which has been criss-crossing the country for background and on-the-spot coverage. Through the last week in June, the cavalcade had travelled more than 35,000 miles, reporting on presidential primaries and other significant political events. Top newsmen have travelled with the cavalcade on a rotating basis.

CBS plans to broadcast a special radio and television program before the opening of each conclave, consisting of news commentaries and a tour of facilities at convention headquarters, with remote pickups from downtown hotel headquarters. Following the conventions, CBS Radio and CBS-TV will carry a weekly progress broadcast of the campaigns for a period of eight weeks between the close of the meetings and election day. Programming will be stepped up as election day approaches, and complete national coverage of returns will be carried on election night.

Mr. Michelson believes it is possible that "some 120 million persons will see or hear part of either or both conventions on home television and receivers," calling it "by far the most fantastic audience ever assembled to witness a single event."

ABC is mobilizing a staff of more than 350 newsmen, production specialists and technicians for its coverage of the conclaves and is relying upon two newly-developed audio receivers, called "page boy" and "audipage," to maintain lines of communications between staffers and headquarters.

John Daly, vice president in charge of ABC news, special events, sports and public affairs, is in charge of the corps of 30 news broadcasters and analysts assigned to the conventions. Thomas Velotta, vice president and administrative officer, will supervise overall planning and production. Assisting will be Francis N. Littlejohn, director of news and public affairs, and Donald G. Coe, director of news and special events. Frank Marx, vice president in charge of engineering and general services, will be in charge of technical operations, assisted by William Trevarthen, director of engineering operations.

The team of ABC reporters and analysts at the meetings includes Quincy Howe, Julian Anthony, John Vandercook, John MacVane, Arthur Van Horn, Martin Agronsky, Bill Costello, John Edwards, Ruth Geri Hagy, Edward P. Morgan, Bryson Rash, Erwin D. Canham and Paul Harvey.

In addition to the five pool cameras inside the convention halls, ABC plans to use about 25 of its own tv cameras at each conclave. Newsmen covering the delegates on the floor will be equipped with portable tv equipment and two-way audio sets to maintain contact with master control and the ABC booth, to receive instructions and to broadcast developments as rapidly as possible. The two Philco-developed devices for the convention coverage are "audipage," a receiver the size of a cigarette lighter for use inside the convention hall and the "page boy," a 30-ounce receiver designed for use outside the halls. The "pageboy" will be "locked" to the frequencies of ABC stations in Chicago—WLS—and San Francisco—KGO—and each staff member carrying the device will have a particular signal indicating to him that he is to call ABC headquarters for instructions.

ABC will utilize three mobile tv units in each city. Two weigh 26,000 pounds each and are described as "self-contained television broadcasting units in station wagons." The third unit, called a "crash unit," weighs only 5,000 pounds.

During the periods of the conventions, ABC plans to originate several news and special

RESULTS!

94,763 POST CARDS IN 11 DAYS

Indisputable evidence of pulling power resulted from a television campaign just concluded by a meat packing company over WBTW in Florence. Results: 94,763 post cards poured into the station in 11 days!

AND only 11 of WBTW's loyal 29 counties were eligible to participate in the voting for May Queen of the Great Pee Dee. Each piece of mail was a ballot . . . obtainable only at grocery stores stocking Balentine Meat Products. We weren't giving anything away . . . not even a free sample!

This one campaign offers positive proof of the influence WBTW exerts in the Carolinas' fourth largest market. Population in WBTW's 100 uv/m area is 1,347,800 with $1,248,435,000 in effective buying income.

This success story could have been yours. Contact CBS Television Spot Sales or WBTW, Florence.

WBTW
FLORENCE, S. C.
Channel 8 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

DEMOCRATS ARE KEEPING THE CAMERA IN MIND

SPECIAL PRODUCTION techniques are under study by the Democratic National Committee for use in connection with Gov. Frank Clement's (Tenn.) keynote speech opening the party's convention in Chicago Aug. 13.

The keynote talk is expected to incorporate some "gimmicks" designed to hold the television and amphitheatre audience through what might otherwise prove a routine 30-minute session. One of the proposals under consideration is the use of tape-recorded inserts featuring excerpts from talks by former Presidents, it was understood.

In announcing Gov. Clement as keynoter at a news conference in Chicago last Monday, Paul Butler, chairman of the Democratic National Committee, reported that Gov. Clement probably will be asked to limit his speech to 30 minutes in line with the overall convention program. Former President Harry S. Truman's major speech Aug. 16 also will be a highlight of radio-tv network coverage.

Also being studied, it was understood, is a film production tracing the history of the Democratic Party and showing clips of former Presidents Franklin Roosevelt and Truman, with appropriate narration.

Meanwhile, at Democratic committee headquarters, J. Leonard Reinsch, assistant to Mr. Butler in charge of convention planning and executive director of the Cox stations, lauded the contributions made by the TelePrompTer Corp. Mr. Reinsch asserted that "much of the success in convention planning" stemmed from the untiring efforts of the company's executives.

TelePrompTer has played a leading planning role at the International Ampitheatre, designing the rostrum with built-in elevator, lighting and air-conditioning facilities. H. Schlafly, vice president in charge of engineering for TelePrompTer, has supervised rostrum work, resolving line-of-sight problems for live tv and newsreel cameramen and still photographers. The rostrum is designed so that the same eye-level will prevail for all speakers. Air-conditioning was incorporated after talks with Irving Kahn, TelePrompTer president.

KEY staff assistants to J. Leonard Reinsch, Democratic convention manager, go over "mockup" of facilities layout at International Amphitheatre in Chicago. L to r: Lewis Gomavitz, director of *Kukla, Fran & Ollie,* who is assisting on Amphitheatre details; Elizabeth Forsling, committee staff member and recording secretary who covered 1952 conventions as executive coordinator for ABC, and Jack F. Christie, radio-tv director of the Democratic National Committee.

events programs from the convention sites. Special pre-convention programs will be "Chicago: Convention City" on Aug. 11 and "These Are the Men." Similarly, from San Francisco will emanate "San Francisco: Convention City" on Aug. 18 and "These Are the Men" on Aug. 19.

Mutual is assembling a force of 60 persons for its convention coverage. The radio network is reportedly negotiating with several national advertisers for sponsorship and an announcement is expected shortly. If a network sale is not made, however, convention programming will be offered for local co-op sponsorship.

Mutual newscasters and commentators who have been assigned to the political meetings are: Gabriel Heatter, Fulton Lewis Jr., Cedric Foster, Cecil Brown, Robert F. Hurleigh, Les Higbie, Holland Engle, Bill Cunningham and Ed Pettitt. News coverage will be under the supervision of Milton Burgh, director of news and special events for Mutual.

Mutual will install three high fidelity broadcast studios at both the Amphitheater in Chicago and the Cow Palace in San Francisco. Similar facilities will be established at the Conrad Hilton Hotel in Chicago and the Fairmont and Mark Hopkins Hotels in San Francisco, from which special roundtable discussions and special convention programming will originate. A network official said that programming plans will be completed when the full convention agendas are issued by the committees of each party.

UP Movietone Will Cover Conventions With 40 Men

UNITED PRESS Movietone News will cover the political conventions with a newsfilm staff of more than 40 men, it was announced last week by William R. Higginbotham, UP television manager, and Anthony Muto, Movietone's Washington chief.

Films from both conventions will be processed in laboratories near the convention sites and flown to UP Movietone subscribers. The television script wire will be installed at the laboratories for direct filing.

Messrs. Higginbotham and Muto will head the newsfilm operation at the conventions. Their chief assistants will be John Zischang, UP television news editor; Charles Schuman, UP news script writer, and Art Lincer, Movietone's Washington film editor.

INS-Telenews to Feature Sidelights of Conventions

PLANS for INS-Telenews' coverage of the Democratic and Republican conventions were announced last week by William P. Montague, production director of Hearst Metrotone News Inc., producers of INS-Telenews newsfilm.

The operations at the conventions will be supervised by Charles Shutt, INS-Telenews Washington bureau manager; Marshall B. Davidson, executive news editor; Norman Alley, west coast bureau manager, and Frank Koza, Chicago bureau manager, according to Mr. Montague. He said seven camera crews will be assigned to the conventions, along with INS-Telenews technicians, editors and writers.

INS-Telenews coverage, Mr. Montague reported, will concentrate on sidelight features of convention activities not normally carried on live television. In addition to cameramen permanently stationed on the convention floors, INS-Telenews plans to have several crews roam the convention cities to arrange interviews with outstanding civic and political leaders.

Special laboratories will be established in both Chicago and San Francisco to assure speed in processing and shipping of film, Mr. Montague said. He added that crews will make use of "wireless mikes" and several portable 16 mm cameras to enable reporters to obtain sound-on film coverage on the convention floors without the use of wires.

Saxton to Cover Conventions For Wisconsin Independents

COVERAGE of the national political conventions for independent radio stations in Wisconsin will be repeated this year by H. Ellis Saxton, political observer and owner of the Saxton Agency, Milwaukee.

Five broadcasts a day will be telephoned to subscribing stations by Mr. Saxton and a staff of reporters and announcers. The broadcasts will be three minutes of uninterrupted commentary or interviews transcribed on the convention floor and in the "smoke filled rooms."

The service will be offered to only one station in a city, according to Mr. Saxton.

Five or Six Broadcasts Set By Eisenhower for Campaign

PRESIDENT EISENHOWER will make five or six major broadcasts during the Republican campaign in the autumn, according to Leonard Hall, Republican committee chairman. The President also will conduct "a vigorous campaign" traveling to different parts of the country, he added.

Even before the President's heart attack and operation, Mr. Hall said, the party had planned to give up whistle-stopping and make maximum use of radio and television. When the President goes on tv and radio he will address the biggest audiences in American history, reaching more than 100 million people, according to Mr. Hall. He wouldn't answer newsmen's questions about possible use of film and tape broadcasts but said the President gets the same impact using radio-tv as from a personal meeting and also can meet more people through the new media than by any other means.

Stevenson Wins NBC Poll Of State Party Leaders

AN OVERWHELMING vote favoring Adlai E. Stevenson for the Democratic presidential nomination was recorded in a nationwide balloting of Democratic state leaders conducted by NBC News, William R. McAndrew, director of NBC News, reported last week. Polled were 162 Democratic state chairmen, national committeemen and committeewomen.

Mr. Stevenson was selected by 69% of the voters; Gov. Averell Harriman of New York, 16%; Sen. Stuart Symington (Mo.), 8%; Sen. Estes Kefauver (Tenn.), 3%, and Sens. Lyndon Johnson (Tex.), Warren G. Magnuson (Wash.) and Gov. G. Mennen Williams of Michigan, each received a single vote.

Also asked was on which ballot would the contender receive the necessary votes for nomination. Of those predicting Mr. Stevenson's nomination, 32% thought he would receive the nomination on the second ballot 16% the third, and 20% the second or third.

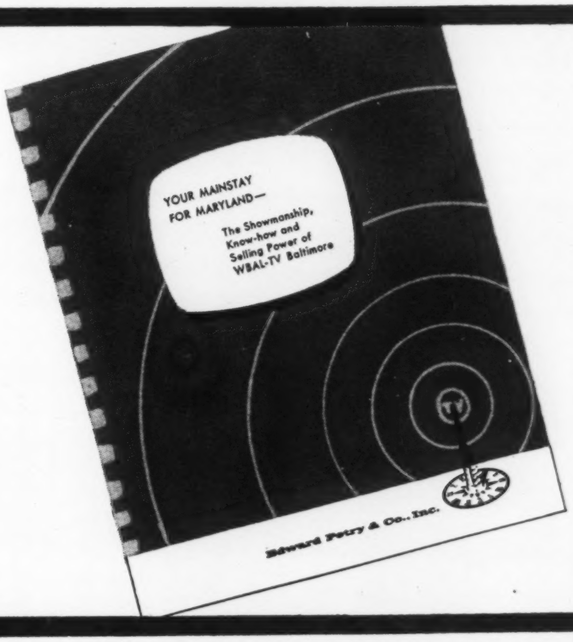
more national advertisers using only one Baltimore channel select

WBAL-TV

find out why!

It's important to you to know why . . .

For eight solid years, more national spot accounts have been carried on WBAL-TV than on any other Baltimore station. The detailed data underscoring this preference is contained in the brochure "YOUR MAINSTAY IN MARYLAND"


YOUR MAINSTAY FOR MARYLAND—
The Showmanship, Know-how and Selling Power of WBAL-TV Baltimore
TV
Edward Petry & Co., Inc.

Send for this free brochure, which outlines in full detail the many reasons for this outstanding record. You will want to have this information for ready reference when you plan to reach the Baltimore-Maryland market.

"Your Mainstay in Maryland" will be sent to you upon request. Write to Bud Freiert, Sales Manager—WBAL-TV, Baltimore 18, or contact our national representative in the office nearest you.

Represented by **Edward Petry & Co., Inc.**

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • ATLANTA
SAN FRANCISCO • LOS ANGELES

Cost Claimed Deterrent To Men's Wear Tv Ads

"HIGH cost of television" discourages its use as a medium for men's wear stores, according to a survey conducted by Louis Rothschild, executive director of the National Assn. of Retail Clothiers & Furnishers, Washington. The survey covered "92 typical men's wear merchants in all parts of the country," he said. In 72 of their communities having tv, 47 men's wear stores have used tv advertising.

Mr. Rothschild reported 32 of the 47 stores in tv areas had discontinued the medium, with 25 saying they planned to use tv in their early fall advertising. Of 15 stores now using tv, three report "excellent results," nine "satisfactory" and three are "uncertain." Of the 32 that discontinued tv, one said results were "excellent," 12 reported "satisfactory," nine "unsatisfactory" and 10 "uncertain."

In discontinuing tv, 18 said it was too expensive, eight liked it for seasonal or isolated use and six said results were unsatisfactory.

The tv-using stores reported this use of the medium: Spot announcements, 29; sports news, 14; news telecasts, two; movies, nine; other types (including fashion shows and golf instruction), nine.

Shaeffer Pen Co., P&G Sign For CBS-TV Comedy Series

SIGNING of W. A. Shaeffer Pen Co., Ft. Madison, Iowa, and Procter & Gamble Co., Cincinnati, for CBS-TV's new comedy series, *The Brothers,* was confirmed last week by William H. Hylan, CBS-TV Sales vice president.

The Brothers, starring Gale Gordon and Bob Sweeney, will premiere Oct. 2, 8:30-9 p.m. EST, in the Tuesday time slot originally set for the first half of the hour-long *Herb Shriner Show* [B•T, July 9]. The Shriner show next season will instead be a 30-minute program, with Mr. Shriner guaranteed an hour-long show during the 1957-58 season.

Russel M. Seeds Co., Chicago, is the agency for Shaeffer, which is currently alternating sponsorship of *Navy Log* (with Maytag) of the Tuesday, 8:30-9 p.m. EDT period, and Leo Burnett Co., Chicago, for P&G (Lava soap, Joy).

F&W Agency Incorporated

FEIGENBAUM and Wermen, Philadelphia advertising agency, has become incorporated, it was announced last week.

The agency, which was founded more than 40 years ago, also announced the appointment of J. Leonard Schorr, account executive with the firm, as vice president in charge of the new business department. Other officers are Harry Feigenbaum, president; David Wermen, executive vice president and treasurer.

Previews Fall Shows

YOUNG & RUBICAM offices in Hollywood and New York will be host soon to the local chapters of the National Audience Board for preview of four new program series scheduled on the networks this fall. They include *Broken Arrow, 77th Bengal Lancers, Adventures of Hiram Holiday* and *Playhouse 90.* Representatives of 36 educational-cultural-civic groups identified with NAB will participate in the initial public reaction screenings with family reviews scheduled later.

GASOLINE-OIL **IN CHICAGO TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers **(Based on Broadcast Advertisers Reports' monitoring)**

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	American Oil Co. (Joseph Katz)	1	1	3	107
2.	Texas Co. (Kudner)	1	1	4	84
3.	Gulf Oil Corp. (Young & Rubicam)	1	1	3½	83

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Oklahoma Oil Corp. (Md. Agcy.)	—	1	41¼	349
2.	Standard Oil Co. (D'Arcy)	—	1	19	281
3.	American Oil Co. (Joseph Katz)	1	1	3	120
4.	Socony-Mobil Oil Co. (Compton)	—	3	11	109
5.	Texas Co. (Kudner)	1	1	4	69
6.	Shell Oil Co. (J. Walter Thompson)	—	1	15	41
7.	Sinclair Refining Co. (Morey, Humm & Johnstone)	—	1	2	35
8.	Phillips Petroleum Co. (Lambert & Feasley)	—	1	4	28

In the above summary, the monitoring occurred the week ending May 19, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

'Disneyland' Backers Switch

AMERICAN MOTORS Corp. (Nash and Hudson autos, Kelvinator appliances) has eased up on the throttle in its sponsorship of Disneyland on ABC-TV (Wednesdays, 7:30-8:30 p.m. EDT). American, which has been backing one-half of Disneyland weekly, will sponsor its half on an alternate week basis in the fall. Its agency is Geyer, New York. Derby Foods, division of Swift & Co., Chicago, through McCann-Erickson, that city, which had been sponsoring the other half of the program on an alternating basis with American Dairy Assn., through Campbell-Mithun, Chicago, will pick up the period dropped by American Motors. As a result, American Motors and American Dairy will alternate on sponsorship of a half-hour on a weekly basis.

Kostka Resigns From Agency

WILLIAM KOSTKA has announced his resignation as a partner in the advertising agency of Rippey, Henderson, Kostka & Co., Denver, to devote his entire time to his public relations firm, William Kostka & Assoc., of that city. Mr. Kostka said last week that the growth of the public relations firm necessitated his resignation. His name will continue to be part of the RHK agency.

Buys Regional Football

STANDARD OIL of Kentucky, through Burton E. Wyatt & Co., Atlanta, Ga., will spend from $125,000 to $150,000 for regional radio network coverage of college football games in Kentucky, Alabama and Florida. Expenditures represent the only radio advertising by Standard and will cover U. of Kentucky contests on seven stations, Auburn U. on 14 outlets and U. of Florida on five. The starting date on regional coverage for at least one special network is Sept. 22. Distribution area of Standard of Kentucky embraces Alabama, Georgia, Florida, Kentucky and Mississippi.

Walnut Group Names Bruner

CALIFORNIA WALNUT GROWERS Assn., Los Angeles, spot tv advertiser, has appointed Dennis C. Bruner as advertising manager, succeeding Charles F. Meals who resigned, effective today (Monday), after 24 years with organization. Mr. Bruner previously was with Buchanan & Thomas Adv., Omaha. Association this week changes its name to Diamond Walnut Growers Inc. and shifts its headquarters office to 1050 S. Diamond St., Stockton, Calif. Agency is McCann-Erickson, San Francisco.

of great account..
LEE RICH

"Procter & Gamble Uses KMTV to Help Cover the Omaha Market and Its Surrounding Area,"

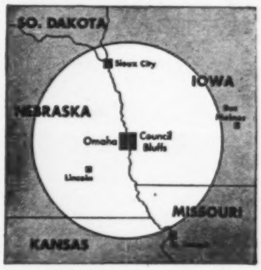
Says LEE RICH, VICE-PRESIDENT & ASSOC. MEDIA DIR. OF BENTON & BOWLES, NEW YORK...

"In spot or network advertising, our experience shows that KMTV can aid in selling Procter & Gamble products in the Omaha market.

"KMTV's network affiliation, coverage, merchandising cooperation and experienced staff can be depended upon to reach prospects in this major trading area."

KMTV's low Channel 3 and maximum power, combined with flat terrain, cover a market area in five states. And this huge area is sold on KMTV's popular local and network programs . . . in color and black and white!

Why not profit from the experience of successful national advertisers. Contact KMTV or Petry today.


SO. DAKOTA
Sioux City
IOWA
NEBRASKA
Des Moines
Omaha
Council Bluffs
Lincoln
MISSOURI
KANSAS

KMTV MARKET DATA*

Population	1,536,800
TV Homes	370,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

* 1955 Survey of Buying Power

COLOR TELEVISION CENTER

KMTV

CHANNEL 3
MAY BROADCASTING CO.

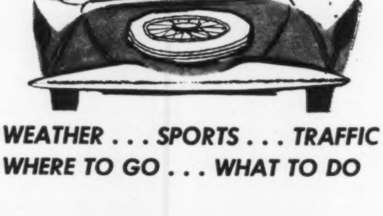
NBC-TV
ABC-TV

OMAHA

Represented by
Edward Petry & Co., Inc.

SELL ON THE STATIONS THAT L

MORE LOCAL NEWS



MORE LOCAL SERVICE . . .

WEATHER . . . SPORTS . . . TRAFFIC
WHERE TO GO . . . WHAT TO DO

MORE MUSIC

The trend is clear. Letters, 'phone calls, surveys—everything points to the evolution in daytime radio listening habits. People—your customers, bless 'em—want more intimate, easy-to-listen-to radio programming. Feed them more music, more on-the-scene local news, more community service, and they eat it up.

And audiences who get more of what *they* want, give more of what *you* want: attention . . . interest . . . desire . . . sales!

WBC's been listening to the people. And so, on July 16th, WBZ+WBZA, Boston-Springfield . . . KDKA, Pittsburgh . . . KYW, Cleveland . . . and WOWO, Fort Wayne will go all-local all day long. Hourly news reports, more weather, traffic and general service announcements, and more music will fill the bill today's radio audience prefers.

For the advertiser, this means more popular, top-rated time segments for your spot buys. Plus WBC's top power, top talent, top markets. For availabilities in the new, better-than-ever daytime WBC radio schedules, call A. W. "Bink" Dannenbaum, WBC Vice President–Sales at MUrray Hill 7-0808, New York. Or, call your nearest WBC station.

LISTEN TO LISTENERS **WBC**

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Spot Radio, Tv Shortchanged In Newspaper Booklet on Ads

SPOT RADIO and spot television are shortchanged in a media comparison graph included in the booklet, "1955 Expenditures of National Advertisers in Newspapers," published by the Bureau of Advertising of the American Newspaper Publishers Assn. A graph, showing newspapers as the top national advertising medium, uses gross revenue figures for network radio, network television, magazines, newspapers, farm journals and outdoor advertising, but net figures for spot radio and spot tv.

The booklet lists the 1,427 national advertisers spending $25,000 or more for newspaper advertising during 1955, when the total volume of national advertising in newspapers was $695,322,000, according to B. of A. calculations.

'Panorama' Spots Sold

THREE new accounts have purchased spots on KNXT (TV) Hollywood's and the CBS Television Pacific Network's *Panorama Pacific,* Sales Manager Robert D. Wood announced last week.

The new accounts are Carter Products (through Sullivan, Stauffer, Colwell & Bayles) for Arrid deodorant; ICT Liquid Concentrate (through W. B. Doner & Co.), and J. B. Williams Co. (through J. Walter Thompson) for Lectric Shave.

Texaco to Air Games

TEXACO CO., New York, will sponsor a 10-week schedule of southern college football games this fall, broadcasting the contests of nine colleges each week within a particular state. Texaco, through Kudner Adv. New York, has set up state networks, ranging from two stations in Oklahoma to eight stations in Mississippi, to broadcast the games.

DON HELLER, timebuyer for Warwick & Legler, New York, was the lucky name selected by these four gentlemen for an all-expense one-week vacation for two in Miami Beach. Tab for the trip, and 12 more to follow weekly, is being picked up by WKAT Miami and its representative, Headley-Reed Co. The contest is open to all New York timebuyers who have their names in the hopper. Taking part in the first drawing are (l to r) Cal Perley, WKAT national sales manager; Barry Keit, Headley-Reed; John Day, executive vice president of Grant Adv., and John I. Prosser, executive vice president and general manager of WKAT.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING JUNE 9)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	15,513
2.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	14,929
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	13,286
		General Foods	Young & Rubicam		157		
4.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	12,958
		Revlon	C. J. LaRoche				
5.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	12,666
6.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	129	Thurs., 10-11	12,447
7.	Cavalcade of Sports	Gillette	Maxon	NBC	161	Fri., 10-10:45	11,863
8.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	175	Sat., 9:30-11	11,826
9.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	11,680
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton	Foote, Cone & Belding		90		
		Noxzema	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	North Adv.		91		
10.	GE Theatre	General Electric Co.	BBDO	CBS	153	Sun., 9-9:30	

Rank.		‡ Average Audience Tv Homes Reached (000)	Rank		* Total Audience % of Tv Homes Reached	Rank		* Total Audience % of Tv Homes Reached
1.	$64,000 Question	13,943	1.	Ed Sullivan Show	44.2	1.	$64,000 Question	39.5
2.	Ed Sullivan Show	12,593	2.	$64,000 Question	42.3	2.	Ed Sullivan Show	35.9
3.	I Love Lucy	12,155	3.	$64,000 Challenge	38.4	3.	$64,000 Challenge	35.7
4.	$64,000 Challenge	12,045	4.	I Love Lucy	38.0	4.	I Love Lucy	34.8
5.	December Bride	11,279	5.	Lux Theatre	37.8	5.	December Bride	32.7
6.	Lux Theatre	10,330	6.	December Bride	36.7	6.	Lux Theatre	31.3
7.	Cavalcade of Sports	9,965	7.	Ford Star Jubilee	34.0	7.	What's My Line?	30.3
8.	I've Got a Secret	9,928	8.	Perry Como Show	33.7	8.	I've Got a Secret	28.5
9.	What's My Line?	9,709	9.	Cavalcade of Sports	33.4	9.	Cavalcade of Sports	28.1
10.	People Are Funny	9,709	10.	What's My Line?	33.1	10.	A. Hitchcock Presents	28.1

[Details on programs in preceding three tables, but not listed in top table]

I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10
What's My Line?	Jules Montenier	Earle Ludgin	CBS	70	Sun., 10:30-11
	Remington Rand	Young & Rubicam		111	
People Are Funny	Toni	North Adv.	NBC	168	Sat., 9-9:30
	Paper-Mate	North Adv.			
Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1956 by A. C. Nielsen Co.

TOP RADIO SHOWS (TWO WEEKS ENDING MAY 26)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week						(Average for All Programs)	(615)
1.	Dragnet	RCA	Kenyon & Eckhardt	NBC	180	Tues., 8-8:30	1,466
2.	People Are Funny	RCA	Kenyon & Eckhardt	NBC	177	Thurs., 8-8:30	1,372
		Brown & Williamson	Ted Bates				
		Realemon Puritan	Rutledge & Lillienfeld				
3.	You Bet Your Life	De Soto	BBDO	NBC	194	Wed., 9-9:30	1,372
4.	Our Miss Brooks	Toni	North Adv.	CBS	203	Sun., 8-8:30	1,230
5.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,183
6.	Edgar Bergen	Brown & Williamson	Ted Bates	CBS	200	Sun., 7-8	1,135
7.	Edgar Bergen	Jelsert					1,135
8.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,088
9.	Truth or Consequences	RCA	Kenyon & Eckhardt	NBC	177	Wed., 8-8:30	1,088
		Realemon Puritan	Rutledge & Lillienfeld				
10.	News & Gene Autry	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,088
Evening, Multi-Weekly						(Average for All Programs)	(710)
1.	One Man's Family	Participating sponsors		NBC	182	Mon.-Fri., 7:45-8	1,372
2.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,324
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,088
Weekday						(Average for All Programs)	(1,135)
1.	Helen Trent	Sleepeze	M. B. Scott Adv.	CBS	54	Alt. days, Mon.-Fri., 12:30-45	1,845
		Carter Products	Ted Bates		186		
		Toni	North Adv.		188		
		Corn Products	C. L. Miller		75		
2.	Helen Trent	Same sponsors as above					1,845
3.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,797
4.	Young Dr. Malone	Carter Products	Ted Bates	CBS	186	Alt. days, Mon.-Fri., 1:30-45	1,797
		Sleepeze	M. B. Scott		184		
		Corn Products	C. L. Miller		76		
		Toni	North Adv.		188		
5.	Young Dr. Malone	Same sponsors as above					1,703
6.	Ma Perkins	Procter & Gamble	Dancer-Fitzgerald-Sample	CBS	144	Mon.-Fri., 1:15-1:30	1,703
7.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. days, Mon.-Fri., 12-12:15	1,703
8.	Arthur Godfrey	Staley	Ruthrauff & Ryan	CBS	203	Fri., 11-11:15	1,656
9.	This Is Nora Drake	Toni	North Adv.	CBS	195	Mon.-Fri., 2:30-45	1,656
		General Foods	Young & Rubicam		196		
10.	Young Dr. Malone	Same sponsors as above					1,656
Day, Sunday						(Average for All Programs)	(426)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,041
2.	News on Monitor			NBC		Sun., 3 p.m.	946
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	899
Day, Saturday						(Average for All Programs)	(568)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,230
2.	Robert Q. Lewis	Milner	Gordon Best	CBS	198	Sat., 11:55-noon	1,088
3.	Sportscast on Monitor			NBC		Sat.,10:05-	993

Continues on page 49

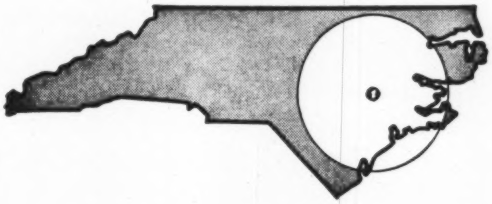
tell it to the marines on witn

after 6 p. m.* 155% more viewers than the closest competitor in an area including the nation's giant Marine bases—Camp Lejeune and Cherry Point—a bonus market of 59,600 Marines!

before 6 p. m.* 246% more viewers than the second station. Tens of thousands of Marines and their families aren't included in the census, but they count in listener coverage and in strong purchasing power.

anytime* WITN is the only TV station with grade "A" service to either or both big bases in North Carolina. Add NBC programming, local programs beamed to Marines, and you'll see why WITN is by far the preferred station of the important Washington-Greenville market.

* two recent ARB surveys show more than 80% television saturation in WITN-Marine-land.



witn channel 7 NBC

serving eastern north carolina/transmitter at grifton, n. c./studios & offices at washington, n. c.
919 foot tower/316,000 watts/over 150,000 sets in the market/headley-reed co. rep.

Unlimited system
plus superb picture quality...make RCA best

Improved technical quality in your film programs need not require a big investment

ICONOSCOPE CONVERSION

You can start simply and build gradually, if you prefer, first by converting iconoscope film cameras to RCA vidicon film cameras. You'll get marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, and provision for automatic black level control . . . all with a minimum of operating attention. The "snap," clarity and live effect will be immediately reflected in advertiser preference.

MONOCHROME SYSTEM EXPANDABLE TO COLOR

Or, you can start with the superior vidicon film system expandable to color. Using the RCA TP-15 universal multiplexer, color and monochrome film equipment can be completely integrated—by adding a TK-26 color film camera at any time. This new multiplexer accommodates up to four projector inputs, all of which are available to two film camera outputs.

COLOR FILM SYSTEMS

To go to color *now,* you can select from various equipment combinations which use the RCA TK-26 three-vidicon film camera. In TV stations where superb picture quality and operational simplicity count, the TK-26 is the preferred system for color film programming. It has been selected after careful comparative evaluation with other systems and found to produce finer quality film pictures in both monochrome and color. Superior results are achieved at minimum cost with maximum operational simplicity.

LIVE COLOR, TOO

It is possible to use the RCA three-vidicon film system for pickup of opaques, live commercial products and demonstrations within a limited area.

See your RCA Broadcast Representative for more details on Vidicon Film Systems. He will be glad to answer your questions. Let him help plan a film system that can start you on the road to the new and additional revenue that will come from color!

NEW STANDARDS OF QUALITY

The RCA Vidicon Film System has established a standard of film reproduction by which all other methods are judged. You can expect and get the highest quality reproduction, with protection against obsolescence for years to come. To give some idea of the wide range of system possibilities with RCA equipment we submit four diagrams, at right, from the very simplest equipment to a Dual Color Film System.

RCA Television

Monochrome film system expandable to color.

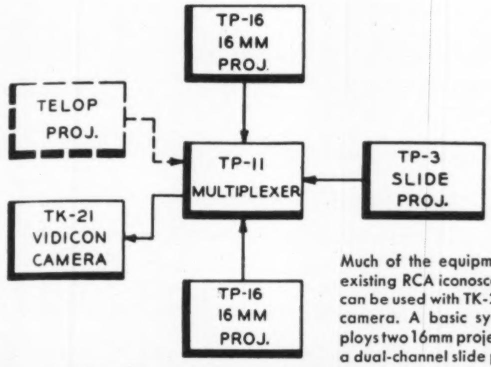
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N.J.**

possibilities . . .

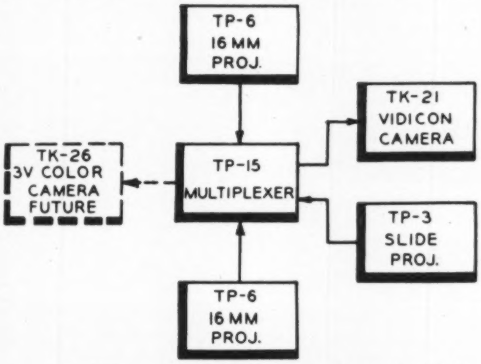
buy in film equipment—monochrome and color

1. CONVERSION OF ICONOSCOPE FILM SYSTEM TO VIDICON


TP-16
16 MM
PROJ.
TELOP
PROJ.
TP-11
MULTIPLEXER
TP-3
SLIDE
PROJ.
TK-21
VIDICON
CAMERA
TP-16
16 MM
PROJ.

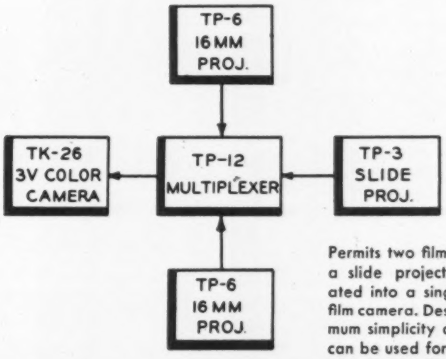
Much of the equipment in an existing RCA iconoscope chain can be used with TK-21 vidicon camera. A basic system employs two 16mm projectors and a dual-channel slide projector.

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR


TP-6
16 MM
PROJ.
TK-21
VIDICON
CAMERA
TK-26
3V COLOR
CAMERA
FUTURE
TP-15
MULTIPLEXER
TP-3
SLIDE
PROJ.
TP-6
16 MM
PROJ.

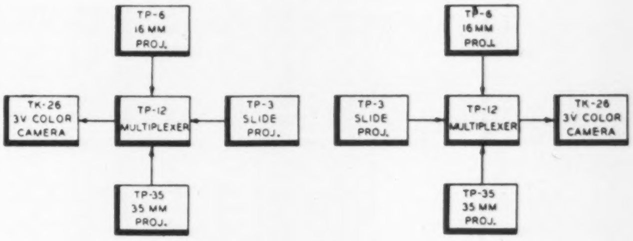
Combines a TK-21 monochrome film camera with projectors and multiplexing equipment, which are usable in color as well as monochrome. At any time a TK-26 color film camera can be added, retaining the TK-21 for the monochrome channel.

3. BASIC COLOR FILM SYSTEM


TP-6
16 MM
PROJ.
TK-26
3V COLOR
CAMERA
TP-12
MULTIPLEXER
TP-3
SLIDE
PROJ.
TP-6
16 MM
PROJ.

Permits two film projectors and a slide projector to be operated into a single TK-26 color film camera. Designed for maximum simplicity and economy, it can be used for both color and monochrome film.

4. DUAL COLOR FILM SYSTEM


TP-6
16 MM
PROJ.
TK-26
3V COLOR
CAMERA
TP-12
MULTIPLEXER
TP-3
SLIDE
PROJ.
TP-35
35 MM
PROJ.
TP-6
16 MM
PROJ.
TP-3
SLIDE
PROJ.
TP-12
MULTIPLEXER
TK-26
3V COLOR
CAMERA
TP-35
35 MM
PROJ.

Will handle a large number of inputs and therefore provides maximum program protection. Two completely independent program channels provide the ultimate in reliability and assure continuous programming. Permits previewing in color.

Best for color and monochrome because it uses proved-in components !

VIDICON TUBE . . . . RCA development

Vidicon storage tube is outstanding from standpoint of high signal-to-noise ratio, reliability and low-cost operation. It produces a sharp lifelike picture—equally good in monochrome or color. Replacement involves minimum of equipment readjustment.

STANDARD-TYPE PROJECTORS FOR 35 and 16MM

Standard of the motion picture industry, the intermittent projector produces a beautiful steady picture. It involves none of the critical mechanical tolerances of the continuous projector for 16mm. RCA now offers the TP-6 series projector designed from the beginning for professional 16mm television use. Provides maximum video and audio quality with operating convenience and dependability. RCA neutral-density-filter light control makes it possible to achieve satisfactory results with practically all kinds of film.

NEW TYPE TP-15 MULTIPLEXER

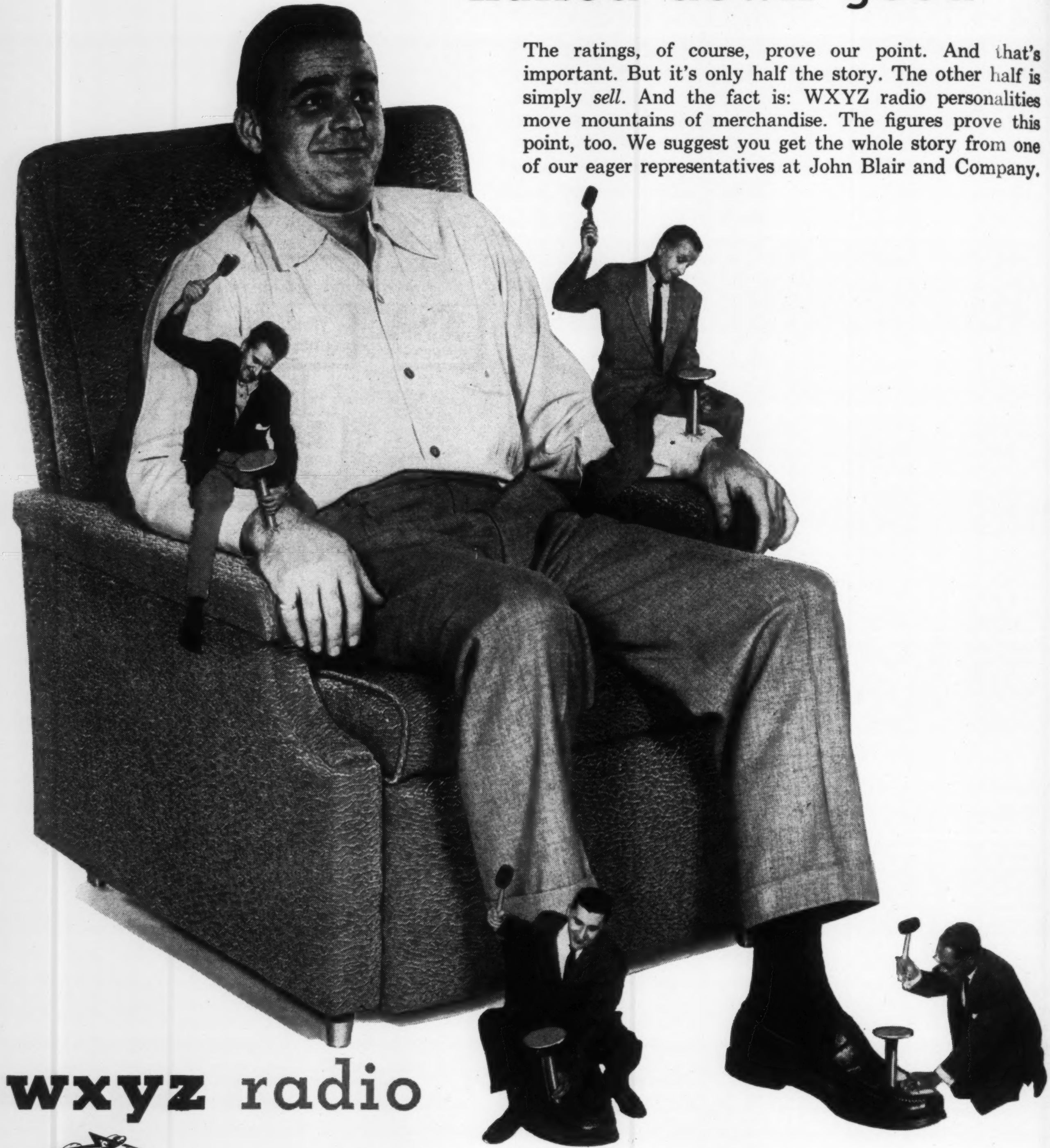
Provides for complete integration of color and monochrome. Offers flexibility and protection of two-camera system without the necessity of buying separate projectors for each camera. Permits preview of one program while another is on-air.

OPERATING CONVENIENCE AND SIMPLICITY

Only two simple controls are employed in "on-air" operation. Pedestal level and Master Gain. For assuring picture perfection, all controls, together with waveform and picture monitors, are located at the operating position.

wxyz radio has Detroit listeners nailed down good

The ratings, of course, prove our point. And that's important. But it's only half the story. The other half is simply *sell*. And the fact is: WXYZ radio personalities move mountains of merchandise. The figures prove this point, too. We suggest you get the whole story from one of our eager representatives at John Blair and Company.



wxyz radio

ABC

IN DETROIT

Represented Nationally by **JOHN BLAIR & CO.**

LATEST RATINGS

Continued from page 44

VIDEODEX

TOP TV SHOWS (WEEK ENDING JUNE 7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	32.7	10,628
2.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	32.0	11,053
		General Foods	Young & Rubicam		157			
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	30.6	10,771
4.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	30.2	10,464
5.	George Gobel	Armour	J. Walter Thompson	NBC	177	Sat., 10-10:30	29.2	9,841
		Pet	Gardner		169			
6.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	28.9	9,196
		Revlon	C. J. LaRoche					
7.	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	28.5	9,718
8.	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	28.4	10,092
9.	G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	27.4	....
10.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	27.3	9,853
		American Dairy	Campbell-Mithun					
		Derby Foods	McCann-Erickson					
	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	....	9,089

TOP TEN SPOT PROGRAMS** (JUNE 1-7, 1956)

Rank	Name of Program	Distributor	% Tv Homes	No. of Cities	No. Tv Homes (000,s)
1.	I Led Three Lives	Ziv	16.8	121	5,140
2.	Highway Patrol	Ziv	16.3	163	5,605
3.	Dr. Hudson's Secret Journal	MCA-TV	16.0	107	3,287
4.	Crunch & Des	NBC-TV Film	15.4	102	2,912
5.	Celebrity Playhouse	Screen Gems	15.2	82	2,037
6.	The Man Called X	Ziv	15.0	99	3,869
7.	Confidential File	Guild Films	14.9	72	2,382
8.	Count of Monte Cristo	TPA	14.5	64	2,975
9.	Annie Oakley	CBS-TV Film	14.4	135	4,328
10.	Science Fiction Theatre	Ziv	14.3	130	4,438

** Appearing in a minimum of 20 markets

Copyright, Videodex Inc.

Magazine Advertising Rises

THE largest increase in magazine advertising over a six-month period was reported last week by the Magazine Advertising Bureau which reported the January-June gain over the first six months of 1955 to be 7% in magazine pages and 13.5% in advertising revenue. Total 1955 advertising volume, according to MAB, was "in excess of $650 million." Expectations point to a $100 million revenue increase by the end of this year, it added.

AGENCY APPOINTMENTS

York Corp. Commercial Div. (subsidiary of Borg Warner Corp.—air conditioning), York, Pa., appoints Arthur Grossman Adv., Chicago. Firm recently was merged with Borg-Warner.

Robert W. Orr & Assoc., N. Y., reappointed agency for fifth year by National Guard Bureau, Washington, D. C. Agency held account from 1951-53, and was named again last year.

Westinghouse Electric Supply Co., Baltimore Branch, names The Shriver Co., Baltimore, to coordinate local radio-tv advertising during national political conventions in August and November elections.

NETWORK NEW BUSINESS

Mutual Benefit Health & Accident Assn. of Omaha, through Bozell & Jacobs, Chicago, sponsoring *On The Line With Bob Considine* news program on NBC Radio (Sun., 6:15-6:30 p.m. EDT), which started July 2. Program had been carried on Mutual since 1954.

NETWORK RENEWALS

Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co., Detroit, has renewed its 12 weekly five-minute CBS Radio newscasts with Robert Trout and Allan Jackson for third consecutive year. Contract for 52 weeks effective June 29, calls for continuation of the three Sunday and one Monday-Friday newscasts by Mr. Trout and of four capsule programs by Mr. Jackson on Saturdays.

William Wrigley Jr. Co. (chewing gum), through Arthur Meyerhoff & Co., both Chicago, has renewed CBS Radio's *Howard Miller Show* (Mon.-Fri., 11:45 a.m.-noon EDT) for 52 weeks, effective today (Monday).

A&A PEOPLE

L. Dickson Griffith, vice president, Kenyon & Eckhardt, N. Y., named account supervisor.

John M. Eastman, assistant advertising manager, Canada Dry Ginger Ale Inc., N. Y., to advertising manager, Eastco Inc., White Plains, N. Y. Eastco manufactures such proprietary drug products as Clearasil and Espotabs.

C. F. Worthington, formerly sales manager of General Electric Supply Co., Detroit, appointed sales manager for refrigerators at Whirlpool-Seeger Corp., St. Joseph, Mich.

W. B. Courtney, assistant advertising manager, Sunbeam Corp., Chicago, handling duties of late **Albert E. Widdifield,** advertising director who, with **James K. Hadfield,** member of Sunbeam advertising staff, was killed in Grand Canyon air crash June 30.

Albert R. Busch, advertising agency man for nine years, to Bozell & Jacobs Inc., Omaha, as account executive.

Thaine Yost, former senior merchandising executive of Lennen & Newell, N. Y., named director of marketing and merchandising department.

Roy T. Musselwhite, with General Electric Co. eight years, appointed sales manager for ranges and water heaters at Norge Div. of Borg-Warner Corp., Chicago. He has centralized management of promotion and sales.

Helen C. Horrigan, Chambers & Wiswell Inc., Boston agency, to Charles F. Hutchinson Inc. there as media director.

Algrid Pearson promoted from assistant copy director to copy director at Waldie & Briggs Inc., Chicago.

John J. Schneider and **William Mahu,** formerly with the Biow Co., N. Y., to Lennen & Newell, N. Y., as vice presidents and account supervisors. Both will service Armstrong Rubber Co. account.

Alice Thompson, formerly editor and publisher, *Seventeen* Magazine, **Robert M. Lehman,** formerly associate director of merchandising, American Safety Razor Corp., and **Ronald P. Cone,** formerly assistant sales manager, Sperry Rand Co., to Grey Adv., N. Y., as copy group head, specialist in packaged goods sales promotion, and assistant account executive, respectively.

Morris Needle, Joseph Katz Co., Baltimore, named art director of agency's New York office.

Frederick H. Kittel, formerly with Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, same city, as art director.

Robert Lehman, producer-director, Horace Heidt show on NBC-TV, to Hollywood office of Guild, Bascom & Bonfigli Inc., San Francisco agency, as tv commercial producer. **Gil Lumbard,** freelance writer, to agency's San Francisco copywriting staff.

Christopher Garth, John W. Shaw Adv., Chicago, and **Norman Fox,** Campbell-Ewald, Detroit, to MacFarland, Aveyard & Co., Chicago as writers.

Wayne C. Williams, media traffic supervisor, Harry B. Cohen Adv., N. Y., to N. W. Ayer & Son, N. Y., in radio-tv traffic department. Other Ayer personnel changes in N. Y. office: **Joseph H. Kibel,** formerly estimator with Marschalk & Pratt Div. of McCann-Erickson, to Ayer as timebuyer; **Charles W. Liotta,** transferred from traffic department to radio-tv production, and **Jack Wohl,** former assistant art director, Ashe & Engelmore Inc., to radio-tv art department. Named to Ayer's Chicago office was **Max G. Kocour,** former marketing brand supervisor, Pillsbury Mills, Minneapolis.

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EDT)

NBC-TV

July 16-20 (3-4 p.m.) *Matinee,* participating sponsors (also July 25-27, 30-Aug. 3, Aug. 6-10).

July 18 (7:30-7:45 p. m.) *J. P. Morgan Show,* sustaining (also Aug. 1).

July 18 (9:10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also July 25, Aug. 1).

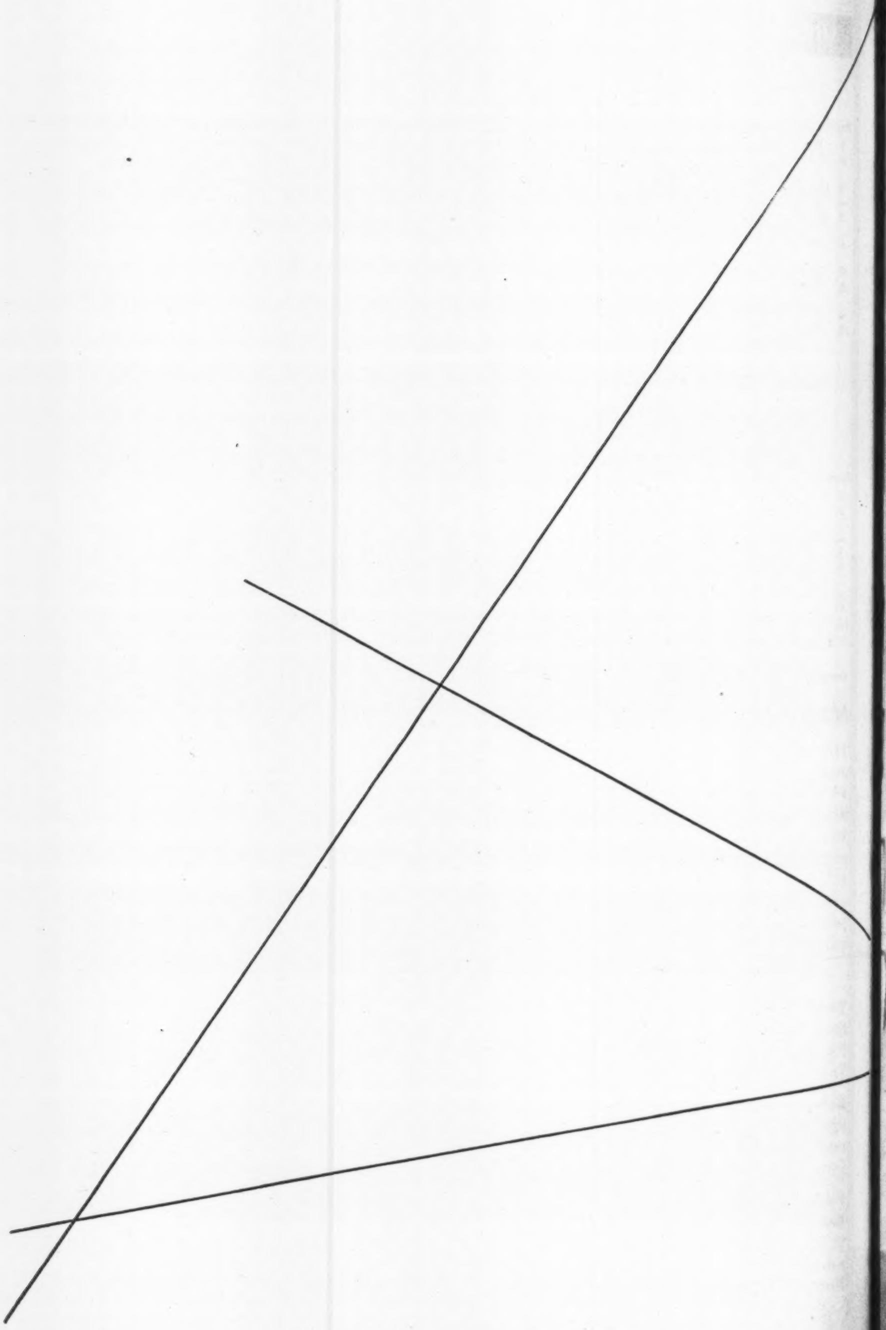
July 19 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co., through J. Walter Thompson (also July 26).

July 21 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors (also July 28).

July 22 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 29, Aug. 5, 12, 19, 26).

July 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller, Smith & Ross.

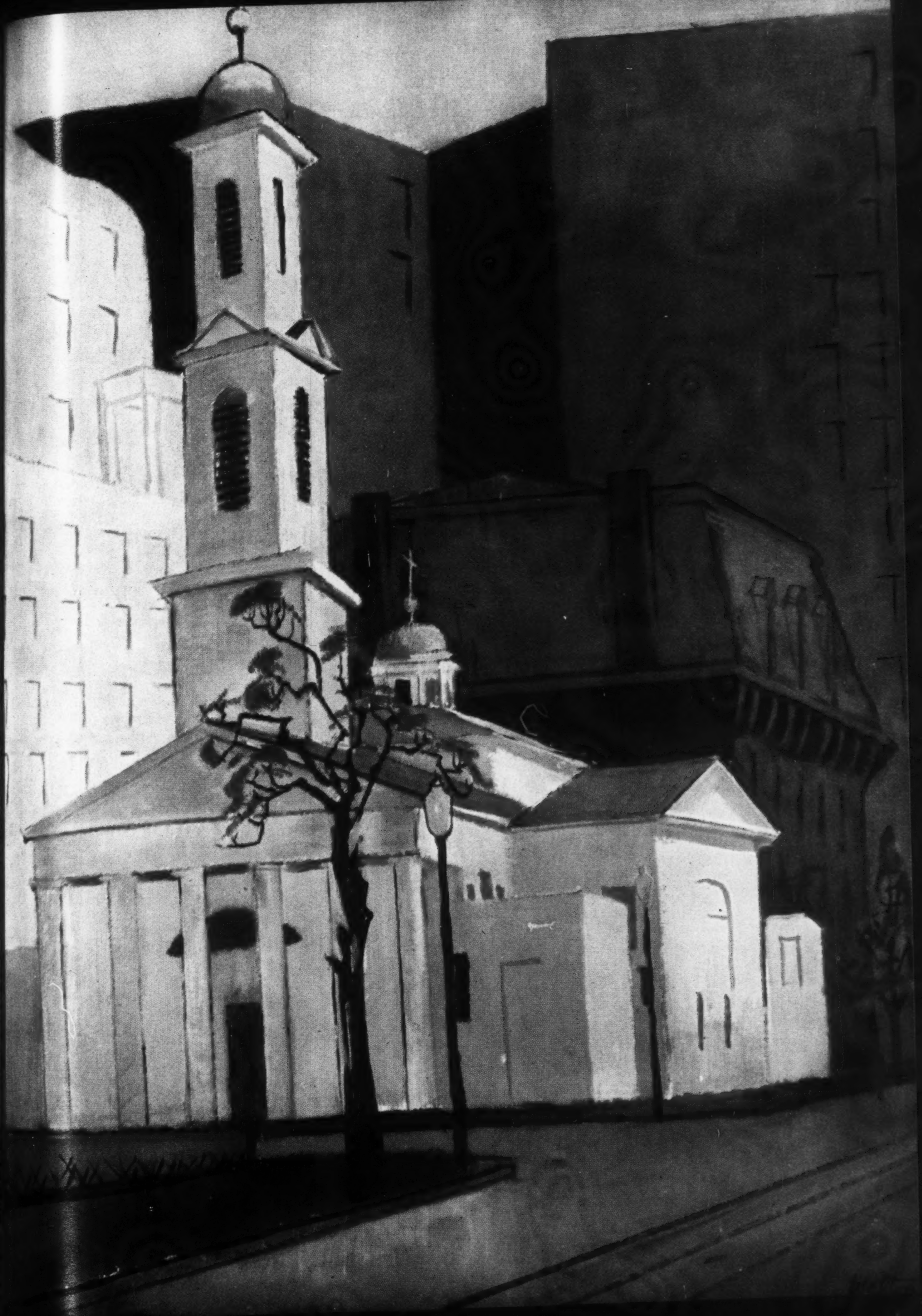
[Note: This schedule will be corrected to press time of each issue of B•T]



THE CHURCH OF PRESIDENTS:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



THE CHURCH OF PRESIDENTS
by William Walton.
Sixth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

GROUP BUYS CONTROL OF WARNER BROS.

Syndicate headed by banker Serge Semenenko reportedly pays $17 million for major portion of stock in film company. Jack L. Warner joins Semenenko group and retains his interest.

CONTROLLING INTEREST in Warner Bros. Pictures Inc. has been sold to a group of investors, headed by Boston banker Serge Semenenko for a reported $17 million.

An announcement from the company reported the sale but gave no other details. It reported only that "a group of investors headed by Serge Semenenko and including Charles Allen Jr. has successfully completed negotiations of several months for the acquisition of the major portion of the stock held by Harry M. and Albert Warner in Warner Bros. Inc."

Several months ago it had been reported that a syndicate led by Mr. Semenenko had negotiated for working control of Warner Bros. for $20 million [B•T, May 14]. At that time, however, the Jack L. Warner stock was included in the transaction, but he now has joined Mr. Semenenko and has retained his stock interest in Warner Bros.

Though no details of the transaction were released, it is understood that the Semenenko group has acquired working ownership through the purchase of some 600,000 shares of stock from Harry M. and Albert Warner and other members of the family for about $17 million. This would be equal to $27.50 a share, compared with a market price that has hovered around $25 a share in recent weeks.

Jack Warner reportedly is now the largest single stockholder in the company with about 200,000 shares, said to be slightly less than 10% of shares outstanding. It also is believed that the two other Warner brothers retain a stock interest in the company.

In a realignment of the top executive posts, Jack L. Warner, formerly vice president, becomes president and supervises production, succeeding his brother Harry M., who has resigned. Albert Warner resigned as vice president and treasurer. Both will remain on the board of directors.

Other officers of the company are Benjamin Kalmenson, who will be executive vice president and a member of the board of directors, and Samuel Schneider, who continues as vice president and assistant to the president, and takes on additional duties as treasurer. New board members are Mr. Semenenko, senior vice president of the First National Bank of Boston, and Mr. Allen, senior partner in Allen & Co., investment bankers.

Warner Bros. has had experience in tv film

'CAMTRONIC' JOINS TV, MOVIES IN CHICAGO

THE MARRIAGE of live tv and motion picture cameras for the filming of television programs is one which has captured industry interest, even though doubts have been raised from time to time with respect to their compatibility.

One of the interesting examples of this union is the DuMont Labs Electronicam system utilized to shoot Jackie Gleason's *The Honeymooners* for CBS-TV this past season.

In Chicago, which holds its own as a production center for filmed tv commercials and industrial-training footage (but not for film programs), Fred A. Niles Productions has devised an electronic system claiming compatibility and economy. With "Camtronic" (patent applied for), says Fred A. Niles, president of the Chicago-Hollywood production firm, production costs can be pared anywhere from 50 to 66% by eliminating certain editing and laboratory processes. Mr. Niles freely predicts the eventual complete marriage of electronics and motion picture film.

"Camtronic" actually works very simply, consisting of Dage tv and Mitchell motion picture cameras. It permits the director to see exactly what the cameras record. The live tv cameras become electronic viewfinders, each connected to a monitor. The technical director makes the "punches" according to the director's call for shots (like a television director in a live tv program). A fourth monitor records the final picture, filmed by an Auricon camera, which becomes essentially the workprint. Communication is maintained between stage and technical directors by an intercom system.

Last month Niles Productions, with one experiment (filming of Sam Evans' variety program) already under its belt, shot two episodes of the venerable *WLS National Barn Dance*, which it is offering for national spot sale and syndication after completing 26 shows. The program was filmed at Chicago's Eighth St. Theatre.

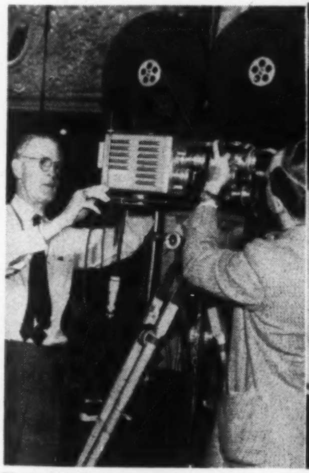
How does Camtronic differ from the Electronicam and similar systems? Tom Ryan, production manager of Niles Productions, describes Camtronic as a mechanical system, while Electronicam is an electronic or optical method. He claims:

"We can use standard motion picture equipment without any alterations. Our process allows us to use any standard Mitchell motion picture camera on our plates and to produce a film at competitive prices. It makes it possible for us to be competitive with live tv—and additionally the film can be edited."

Mr. Ryan noted that the Electronicam system involves major changes in motion picture cameras as to viewing through camera lenses with the electronic view-finder. Referring to parallaxing (matching all lines of sight), he adds:

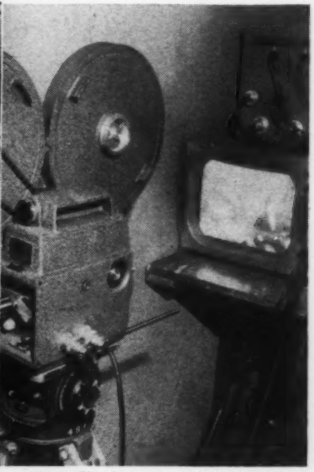
"With the plate on which our video cameras and view finders are mounted, we are able to keep the same field of view on all three cameras."

With Camtronic there are the normal production, talent and set costs, but technical expense (basically labor) is considerably reduced.

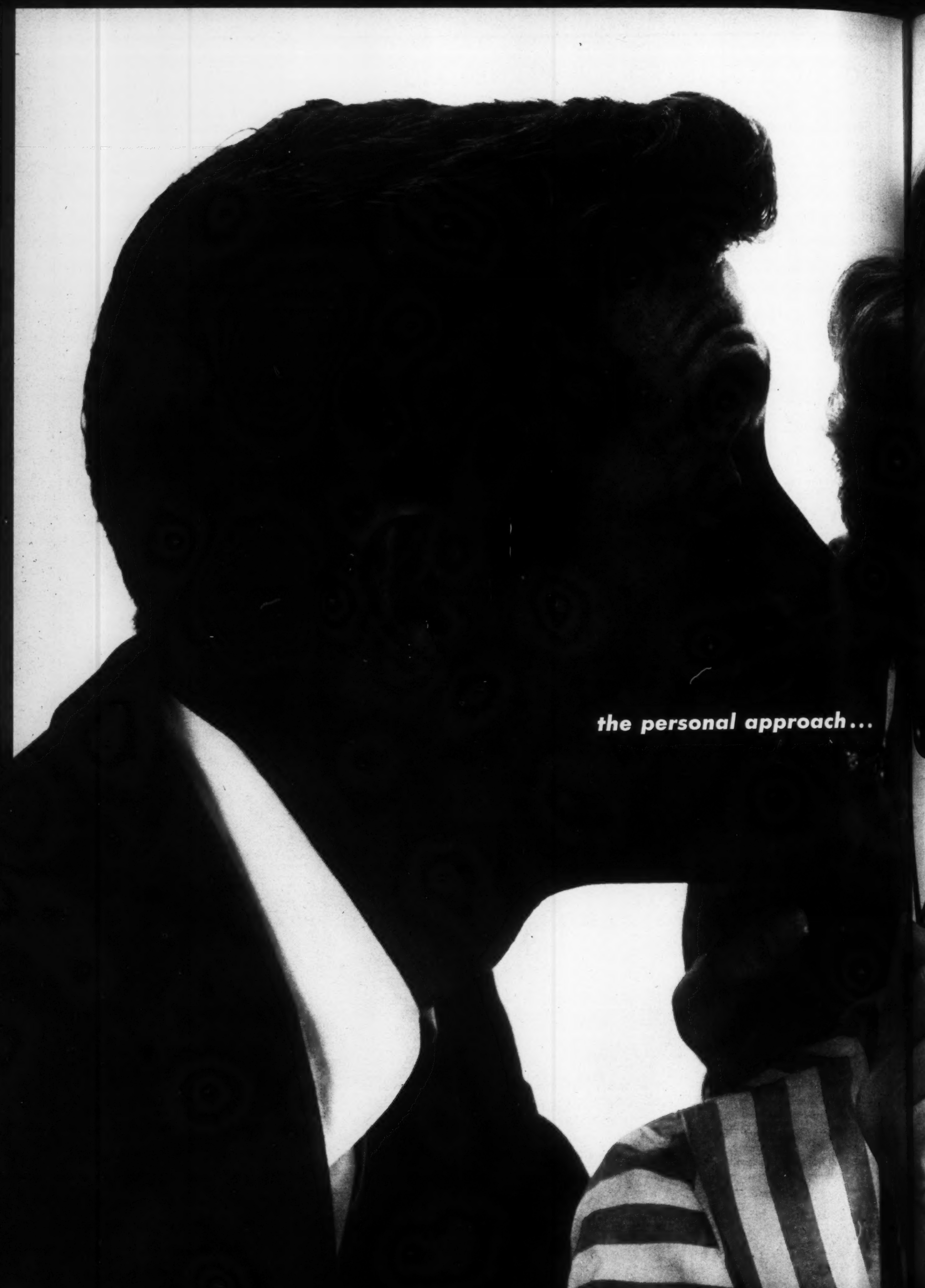


THE TWO images start their way through the Camtronic system on this tv-film camera mount. Jack Whitehead, Niles director of photography, adjusts the Dage tv camera on its mount beside the Mitchell.

NEXT STEP is through this monitoring center. Each tv screen records the same picture being taken by the film camera at that moment. The technical director punches the shot called for by the director, and that picture is then sent on to be recorded on film (next picture). The large timing mechanisms show footage left in the film camera magazines.



THE final picture is recorded on film by this Auricon sound-on-film camera. Although the picture quality is not the best, negative conformist and editors use the film as a workprint guide.



the personal approach...

Small talk to you, maybe—
but it goes a long way with women.
Talk to them about what they
want to hear, and they'll give you
their undivided attention.
They'll listen. And they'll believe.
And they'll buy.

That's the gentle art practiced by WBBM's Jim Conway, Mal Bellairs, Eloise Kummer, Josh Brady, John Harrington, and Paul Gibson—an art that's won the confidence (and opened the pocketbooks) of women throughout the Midwest. *Personalized* selling, they call it. Whatever anyone calls it, sponsors keep coming back for more. Like to hear one of these star salesmen apply "the personal approach" to *your* product? We'll gladly prepare a special tape for you. For details, write, wire or phone CBS Radio Spot Sales or...

WBBM RADIO

Chicago's Showmanship Station

production, having produced the *Warner Bros. Presents* series carried on ABC-TV this past season. Several months ago the company announced it will produce four new half-hour tv film programs for next season [B•T, April 16]. They are *Amazon Trader,* starring John Sutton; *96 William Street,* starring Lee Bowman; *Joe McDoakes,* featuring George O'Hanlon, and *Port of Call,* starring John Ireland.

Warner Bros. last March sold its pre-1948 library of 850 feature films plus shorts to PRM Inc. for $21 million. The films currently are being distributed by Associated Artists Productions, New York. The Warner library since 1948 is reported to contain between 150 and 200 feature films. The studio also has sold 337 of its cartoons to Elliot Hyman's Associated Artists Productions for tv use.

Meanwhile, Warner Bros. Pictures last week announced its entry into the field of filmed television commercials "making available to advertisers and agencies the full technical resources of the company's motion picture studios as well as the animation facilities of its Warner Bros. cartoon division."

Warner Bros. is setting up a new department within its television division on the studio lot at Burbank, Calif., with executives and operating personnel to be announced later. It is expected that a sales office may be opened in New York for tv commercials.

Chocolate Company Signs For 'Foreign Legionnaire'

SPONSORSHIP by Chunky Chocolate Corp. of the *Foreign Legionnaire* tv film series in 17 major eastern and midwestern markets was announced last week by Michael M. Sillerman, executive vice president of Television Programs of America, New York, and Al Erlich, advertising manager of Chunky. Grey Adv., New York, is the agency for the advertiser.

The markets ordered for the filmed series, known in its initial network run as *Captain Gallant of the Foreign Legion* on CBS-TV, include New York, where it will be "double exposed" on Sunday and Wednesday over WPIX (TV), plus Boston, Philadelphia, Detroit, Chicago, Cleveland, Baltimore, Washington, Buffalo, Cincinnati, Syracuse, Providence, Atlanta, Wilkes-Barre-Scranton, Albany and Pittsburgh. Sponsorship will begin in the early fall.

Eells Signs New TPA Pact

BRUCE EELLS, western division vice president of Television Programs of America Inc., has signed a new two-year contract, Milton A. Gordon, TPA president announced today (Monday).

Assignment of new responsibilities to Mr. Eells and Hardie Frieberg, eastern division vice president, also was announced last week by Michael M. Sillerman, TPA executive vice president. Mr. Eells now will supervise all sales activities west of the Mississippi, instead of the western seaboard only, and Mr. Frieberg will direct sales east of the Mississippi, instead of solely in the eastern area.

Hygo Buys 31 Serials

HYGO Television Films has purchased for $1.5 million all negative rights to 31 theatre serials of Universal Pictures. The group totals 404 episodes produced between 1936 and 1947. Sale is said to constitute the largest movie serial package made available to tv. Serials will be distributed through Hygo's subsidiary, Serials Inc.

ROACH SALES RISE IN TV COMMERCIALS

Tv commercial division will post estimated 57.8% increase for first six months of fiscal year over same '55 period.

HAL ROACH Studios tv commercial division will post a 57.8% increase in billings for the first six months of the fiscal year, as compared to half-year figures in 1955, Sidney S. Van Keuren, vice president and general manager, announced last week.

Percentage increase for the six months was predicated on the acquisition of 12 new major advertisers during the period of January-June and repeat orders from such long-time Roach accounts as Bulova, Slenderella, Chevrolet and Johnsons wax, together with new business from AT&T, Nestle Co., Procter & Gamble and others.

Total 1955 billing for tv commercials was $125 million, Mr. Van Keuren said.

The production head of the Hollywood tv studio further revealed that the bulk of the new business continues to be placed by New York and Chicago agencies, which he said shows an ever increasing swing from East to West in commercial film production.

The Roach commercial division, which began just two years ago with one staff member, one office and one film cutter, has mushroomed into an autonomous unit with a staff of 13 members, including three full-time film editors, he said. It now utilizes all studio departmental facilities, under Managing Director Cecil Underwood, who joined the organization at the first of the year.

Quartet Films Organized, Will Use Storyboard Space

ALTHOUGH Storyboard Inc. closed its Hollywood doors to business today (Monday), key West Coast executives of the tv commercial film production firm have taken over the entire facilities to offer the services of a new company they have formed, Quartet Films Inc., 8480 Melrose Ave., with Arthur Babbitt as president.

Mr. Babbitt is former Storyboard animation director of the Snowdrift tv spot "John and Marsha," which took a Gold Medal at the Art Directors Club of New York [B•T, June 4]. He is joined in formation of Quartet Films by Arnold Gillespie, who directed the award winning Diamond Crystal Salt commercial; Stan L. Walsh, whose Speedway gasoline and National Bohemian beer spots won awards in the eastern competition, and Les Goldman, former Storyboard production manager. Mr. Gillespie is vice president and secretary of Quartet while Mr. Walsh is vice president in charge of production.

Quartet has hired members of the former Storyboard creative staff in Hollywood, Mr. Babbitt announced last week. Storyboard Inc. continues its New York office with John Hubley as president [B•T, June 25].

DuMont Doubles Film Capacity

WITH the addition of five new Electronicam pick-up units, film recording capacity at the Allen B. DuMont Labs' Electronicam production services studio in New York has been doubled, the firm reported a fortnight ago. The new machinery will provide DuMont with "much more flexibility of scheduling for filming tv commercials and programs as well as longer films for other uses," said John Auld, manager of the Adelphi Theatre unit.

Agency and advertiser users of the Electronicam system, according to DuMont, include McCann-Erickson (Westinghouse), Campbell-Ewald (Chevrolet), Kenyon & Eckhardt (Beechnut gum), C. L. Miller (Corn Refining Products), Lambert & Feasley (Listerine), Norman, Craig & Kummel (Ronson) and Warwick & Legler (Schick).

'Patrol' Sponsors Renew

ZIV Television Programs, New York, announced last week that 91% of first-year clients of the *Highway Patrol* tv film series have renewed, including seven multi-market advertisers who have been sponsoring the program in 64 markets. Regional advertisers and the number of markets renewed are Ballantine Brewing, 24; Lion Oil, 10; Kroger Stores, 6; Pfeiffer Brewing, 10; Mission Macaroni, 4; Morning Milk Co., 6, and Wiedmann Brewing, 4.

FILM PEOPLE

Harris L. Katleman, director of west coast operations for Goodson-Todman Enterprises, Beverly Hills, Calif., named vice president of company. He joined Goodson-Todman in October 1954 and previously had been with MCA in New York and Hollywood.

Kenneth F. Drake of UPA Pictures Inc. N. Y. studio named production manager of UPA Pictures Ltd., London.

Redd Gardner, formerly producer at WBBM-TV Chicago, to Kling Film Enterprises Inc., same city, as account executive.

Nox Lempert, formerly executive producer of Filmwright Productions, N. Y., appointed production manager of the Commercials Div., Guild Films Co., N. Y.

Mel Epstein, CBS-TV producer, to TCF Television Productions, Hollywood, on producer staff for *Broken Arrow* series to be sponsored by General Electric Co. on ABC-TV in fall.

FILM SALES

TCF Television Productions, Hollywood, reports *Broken Arrow,* half-hour adult Western series, bought by General Electric Co. for fall showing on ABC-TV, Tuesdays, 9-9:30 p.m. Agreement calls for 39 new and 13 repeat shows from TCF. Agency: Young & Rubicam, N. Y. Story stars John Lupton as Indian agent during 1870's.

National Telefilm Assoc., N. Y., has sold its package of 52 20th Centry-Fox feature films in 10 more markets bringing total to 21. Firm also reports sale of *Theatre With Lilli Palmer* to WABD (TV) New York, WCPO-TV Cincinnati, WTTG (TV) Washington, KSD-TV St. Louis and WTHI-TV Terre Haute, Ind.

NBC-TV Films, N. Y., announces two regional sales of *Crunch and Des* have brought total number of markets in which the film series has been sold to 145. Utica Club Beer & Ale, Utica, has bought series in Binghamton, Utica, Altoona, Plattsburgh and Watertown, all N. Y., and Burger Brewing Co., Cincinnati, in Cincinnati, Huntington, W. Va., and Lexington, Ky.

NOW . . . ABOUT THAT LINE THEY'RE HANDING OUT . . .

Me? I'm an expert on "Lines". And I'll bet you Time Buyers have heard them all, too.

In Minneapolis-St. Paul, for example, they're handing out a lot of wild claims about station ratings. But in spite of all the claims you hear, these facts remain indisputable.

1. WLOL is the No. 1 independent station in the Twin Cities.*

   (Leads **all** independents and 3 network stations)

2. More Twin Cities advertisers buy WLOL than any other station.

   (The sincerest kind of flattery by businessmen who are on the scene and who know the score.)

3. WLOL leads **all** stations in the Twin Cities in out-of-home listening.

   (Wherever **they** go, **you** are there.)

These are the reasons why you get more homes per dollar on WLOL than any station in the Twin Cities orbit.

* Latest Pulse.

WLOL

MINNEAPOLIS-ST. PAUL

1330 on the dial—5000 watts

LARRY BENTSON, *Pres.*

Wayne "Red" Williams, *Mgr.*

Joe Floyd, *Vice-Pres.*

PULSE PROVES IT

No. 2 STATION IN THE TWIN CITIES
No. 1 INDEPENDENT STATION IN THE NORTHWEST

represented by AM RADIO SALES

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JUNE

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) *for real program names.*

NEW YORK

SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	12.1
2.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	11.1
3.	Brave Eagle (CBS Film)	Wed.	7:30	WCBS-TV	10.4
4.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	10.0
5.	The Goldbergs (Guild)	Thurs.	7:30	WABD	8.4
6.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	8.2
7.	I Search For Adventure (Bagnall)	Sat.	7:30	WPIX	8.1
8.	Highway Patrol (Ziv)	Wed.	9:30	WPIX	7.9
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	7.9
10.	Amos 'n' Andy (CBS Film)	Sat.	6:30	WCBS-TV	7.3

MINNEAPOLIS-ST. PAUL

FOUR-STATION MARKET

1.	I Search For Adventure (Bagnall)	Tues.	8:30	WCCO-TV	20.7
2.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	18.6
3.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.1
4.	Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	15.9
5.	I Led Three Lives (Ziv)	Wed.	8:30	KSTP-TV	15.4
6.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	15.3
7.	Turning Point (MCA-TV)	Sun.	8:30	WCCO-TV	13.8
8.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	13.6
9.	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	13.0
10.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	12.8

CHICAGO

FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	31.2
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	25.5
3.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	17.4
4.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	13.0
5.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.5
5.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.5
7.	Confidential File (Guild)	Wed.	10:00	WBKB	12.2
8.	Man Behind the Badge (MCA-TV)	Sun.	10:00	WBBM-TV	11.7
9.	Death Valley Days (McC-E)	Mon.	10:00	WBKB	11.6
10.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	11.5

ATLANTA

THREE-STATION MARKET

1.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	20.5
2.	Secret Journal (MCA-TV)	Sun.	10:30	WSB-TV	19.5
3.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	19.0
4.	Great Gildersleeve (NBC Film)	Wed.	9:30	WSB-TV	18.7
5.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	18.1
6.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	16.6
7.	Turning Point (MCA-TV)	Sat.	10:00	WSB-TV	16.3
8.	Superman (Flamingo)	Fri.	7:00	WSB-TV	15.1
9.	Man Called X (Ziv)	Sun.	10:00	WAGA-TV	14.9
10.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	12.8
10.	Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	12.8

BOSTON

TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.0
2.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	24.2
3.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	23.0
4.	Death Valley Days (McC-E)	Fri.	10:30	WNAC-TV	22.1
5.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	21.2
6.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	19.3
7.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	19.0
8.	Jungle Jim (Screen Gems)	Sun.	7:00	WNAC-TV	18.3
9.	City Detective (MCA-TV)	Fri.	11:05	WNAC-TV	16.6
10.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	16.2

LOS ANGELES

SEVEN-STATION MARKET

1.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	21.1
2.	Highway Patrol (Ziv)	Mon.	8:00	KTTV	19.2
3.	I Search For Adventure (Bagnall)	Thurs.	7:00	KCOP	16.6
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.5
5.	Secret Journal (MCA-TV)	Sun.	9:00	KTTV	15.7
6.	Confidential File (Guild)	Sun.	9:30	KTTV	15.5
7.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	14.5
8.	Mr. District Attorney (Ziv)	Sat.	9:00	KTTV	14.0
9.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	13.9
10.	My Little Margie (Official)	Mon.	7:30	KTTV	13.1

SEATTLE-TACOMA

FOUR-STATION MARKET

1.	I Search For Adventure (Bagnall)	Wed.	7:30	KING-TV	34.6
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	31.0
3.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	29.0
4.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	26.5
5.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	25.8
6.	Turning Point (MCA-TV)	Mon.	9:30	KOMO-TV	23.6
7.	Code 3 (ABC Film)	Fri.	9:30	KING-TV	22.7
8.	City Detective (MCA-TV)	Sun.	10:00	KING-TV	22.1
9.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	19.9
10.	Celebrity Playhouse (Screen Gems)	Thurs.	8:00	KOMO-TV	19.8

WASHINGTON

FOUR-STATION MARKET

1.	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	13.9
2.	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	13.7
3.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	12.9
4.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	12.4
5.	Capt. Gallant (TPA)	Sat.	Noon	WRC-TV	12.0
6.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	10.9
7.	Champ'ship Bowling (Schwimmer)	Sat.	6:30	WMAL-TV	10.6
8.	Death Valley Days (McC-E)	Mon.	7:00	WRC-TV	10.2
8.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	10.2
10.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	10.0

CLEVELAND

THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	28.2
2.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	22.7
3.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	14.5
4.	Badge 714 (NBC Film)	Fri.	7:00	WJW-TV	14.1
5.	My Little Margie (Official)	Mon.	7:00	KYW-TV	13.4
6.	6 O'Clock Adventure (ABC Film)	Wed.	6:00	KYW-TV	13.2
7.	Looney Tunes (Guild)	Sat.	5:30	WJW-TV	11.9
8.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	11.6
9.	Looney Tunes (Guild)	Sat.	11:00	WJW-TV	11.4
10.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	11.2

DAYTON

TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	8:00	WHIO-TV	28.3
2.	Man Called X (Ziv)	Fri.	9:30	WHIO-TV	27.4
3.	The Whistler (CBS Film)	Sat.	10:00	WHIO-TV	21.2
4.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	18.1
5.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	14.8
6.	Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	13.9
7.	Little Rascals (Interstate)	M-Th.	6:00	WHIO-TV	13.8
8.	Passport to Danger (ABC Film)	Sun.	9:30	WLWD	13.0
9.	Science Fiction Theatre (Ziv)	Sun.	10:30	WLWD	11.6
10.	Amos 'n' Andy (CBS Film)	Tues.	10:30	WHIO-TV	11.4
10.	I Led Three Lives (Ziv)	Fri.	8:30	WLWD	11.4

Something new under the Florida sun!

Miami, the nation's 25th market, will have a great, new VHF television station starting July 29th . . . WCKT, Channel 7.

WCKT · CHANNEL 7

MIAMI

NBC BASIC TELEVISION AFFILIATE SOLD BY NBC SPOT SALES

FRAMEWORK SET UP FOR NEW TV GROUP

Assn. of Maximum Service Telecasters is formally incorporated. Membership meeting to be held in August.

INCORPORATION plans for Assn. of Maximum Service Telecasters were approved by the temporary board of the organization, meeting Wednesday in Washington. L to r: standing, Robert D. Swezey, WDSU-TV New Orleans; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; Harold Stuart, KVOO-TV Tulsa; David Baltimore, WBRE-TV Wilkes-Barre; seated, Charles Crutchfield, WBTV (TV) Charlotte; Harold Gross, WJIM-TV Lansing; Jack Harris, KPRC-TV Houston, chairman, and John H. DeWitt, WSM-TV Nashville. Seated at right is Edgar Barton of White & Case, New York law firm retained to handle legal details.

PAPERS to incorporate the Assn. of Maximum Service Telecasters as a non-profit corporation in the State of Delaware were filed in Wilmington Thursday by White & Case, New York law firm retained by the AMST executive committee to aid the new association in the legal details of establishing a permanent organization [B•T, June 25].

The executive committee, comprising the temporary officers and directors of AMST, elected to serve until permanent officers and directors are elected following the receipt of the organization's corporate charter, met in Washington Wednesday and approved the organizational plans submitted by Edgar Barton of White & Case.

The committee sent a telegram to all members of the Senate Commerce Committee voicing alarm at the FCC report and order [B•T, July 2] as indicating that "the Commission has in essence prejudged the eventual competitive effectiveness of the virtually untried uhf channels." Wondering "if the report and order is not a significant first step toward an allocations plan based primarily on pressure for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people," AMST expressed "unalterable opposition to any plan which would reduce and degrade service to the people in order to provide assistance to a few broadcasters."

The AMST executive committee approved a set of bylaws drafted by the legal committee and White & Case, subject to final adoption by the membership, which will be called to a meeting early in August, date and place not yet determined, by Jack Harris, KPRC-TV Houston, temporary chairman.

These AMST bylaws place the management responsibilities of the organization's affairs in the hands of a board of 15 directors, to be elected to one-year terms at the annual meeting, to be held during January. The board then elects the officers: a president and vice president from its own members, a secretary and treasurer who need not be board members, may be the same person and may be salaried.

Membership in AMST is open to "any individual, partnership, firm or corporation who shall own and operate a television station, vhf or uhf, in the United States rendering maximum service by operating at maximum effective radiated power permitted for such stations by the rules and regulations of the FCC." Semi-annual dues are established as the highest quarter-hour rate as of Jan. 1 and July 1 each year, payable on the day after the annual meeting and on July 1.

It was decided that the maximum power provision would be measured by each station's status as of July 1, 1956, and that all educational stations complying with the eligibility terms be invited to become honorary members of AMST, with no dues.

Action on other matters, such as establishing Washington headquarters, appointing permanent legal communications counsel, naming public relations counsel and the like were left for the membership meeting in August. "AMST cannot be a ten-man organization," a spokesman told B•T. "The whole television broadcasting industry must understand the problems and take part in their solution if the solution is to be an effective one that will truly protect the interests not only of the telecasters but of the public as well."

The August meeting will elect officers and directors to succeed the temporary group, consider plans for the engineering tv coverage study now being made by a committee and by A. D. Ring & Assoc., Washington engineering firm retained by the executive committee for that purpose [B•T, June 25], act on recommendations of the legal and membership com-

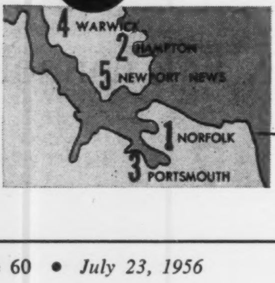
TO REACH THE HOME-FOLKS, RIDE THE "LOCALS"

Looking for an outstanding local personality to take your television message to the five-city* WTAR-TV market? Andy Roberts, singing star with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan and now a Monday-Friday mid-day feature on WTAR-TV is your boy.

It's "theatre-in-the-round" with Andy Roberts and his combo surrounded by enthusiastic fans both in the studio and in their homes.

Available for "Class C" participations.
Write or call your Petry man or WTAR-TV Norfolk.

CBS *



WTAR-TV CHANNEL 3 NORFOLK.VA.

Represented by Edward Petry & Co., Inc.

SRDS
rates and data

The account executive has taken a "rough cut" at media selection for a new campaign • he and the media director sit down to refine the list • your medium is questioned • they reopen the account man's copy of Standard Rate . . . and if you have a Service-Ad near your listing

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

mittees and conduct whatever other business is necessary.

AMST has no signed members as yet, the spokesman said, adding that "we don't even have membership blanks for them to sign." He said he expects that the organization will have a membership of 150 to 175 stations after it gets started.

Three members who have been added to the temporary board since its last previous meeting June 21 attended last week's meeting. They are: Robert D. Swezey, WDSU-TV New Orleans, chairman of the legal committee; Harold Stuart, KVOO-TV Tulsa, a member of the legal committee, and David Baltimore, WBRE-TV Wilkes-Barre, one of the four uhf stations operating with the authorized maximum power of 1,000 kw and so eligible for AMST membership. (The other three are WILK-TV Wilkes-Barre, KPTV (TV) Portland, Ore., and WJMR-TV New Orleans.)

Also present at the meeting on Wednesday were: Chairman Harris; Charles Crutchfield, WBTV (TV) Charlotte, N. C., vice chairman; John H. DeWitt, WSM-TV Nashville, chairman of the AMST engineering committee; Harold Gross, WJIM-TV Lansing, Mich., temporary secretary-treasurer and chairman of the membership committee; P. A. (Buddy) Sugg, WKY-TV Oklahoma City. Unable to attend were Harold Hough, WBAP-TV Fort Worth, and Howard Lane, KOIN-TV Portland, Ore.

TVB FAR WEST PITCHES FEATURE CARNATION'S TV

Presentations last week in Los Angeles and San Francisco attended by 1,300; Denver showing tomorrow expects 300.

OVER 700 Southern California advertising and agency executives filled the Cocoanut Grove at Los Angeles' Ambassador Hotel Tuesday to see the Television Bureau of Advertising's explanation of how television swept to first place in national billings in 1955, replacing the traditional leader, newspapers. Another 600 spenders of advertising dollars saw the TvB presentation Thursday at the Fairmont Hotel in San Francisco while about 300 executives are expected tomorrow (Tuesday) for the showing in Denver at the Cosmopolitan Hotel.

Of particular interest to west coast agency and advertiser representatives was the TvB disclosure of the Carnation Co. spending trend from no-tv dollars in 1946 to 56% of its advertising budget for tv this year. Carnation headquarters in Los Angeles and is one of the West's biggest advertisers. TvB cited the Carnation history as the "typical advertiser" because its four media allocations approximate a composite of all leading national advertisers [B•T, May 28].

In 1946 Carnation invested 61% of its budget in radio, 18% in magazines and 21% in newspapers while this year the company is spending 56% in tv, 9% in radio, 18% in magazines and 17% in newspapers, TvB President Oliver Treyz told the Los Angeles group.

He also cited the five agencies operating on the West Coast which purchase the most tv national spot. First, he said, is BBDO with Pacific Telephone & Telegraph Co., M.J.B. coffee and Calso gasoline. Second is N. W. Ayer & Son with Hawaiian pineapple, Hills Bros. coffee and Magna Products. Third is Erwin, Wasey & Co. with Carnation, Chicken of the Sea tuna and Safeway. McCann-Erickson is fourth with California Packing, California Walnut Growers, Lucky Lager beer, Pacific Power & Light and SOS cleaner while fifth is Rockett-Lauritzen with Lewis dog food.

Assisting Mr. Treyz in the presentations are Gene Accas, TvB director of operations; W. D. Rogers Jr., KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., chairman of the TvB board; and George Huntington, TvB sales development director.

Co-op Advertisers Goal Of Latest RAB Promotion

WITH "almost half of co-op advertising dollars going unspent in all media due to retailers' failure to use the money in a specified time," Radio Advertising Bureau last week prepared to bridge the gap with a new promotional tool, the "Dealer Co-op Data Book."

In explaining why RAB is sending its member stations the heavy-duty three-ring binder containing data on 1,600 products made by 450 manufacturers, RAB President Kevin A. Sweeney pointed out that "almost one-quarter of all advertising dollars spent in the most important retail fields stems from co-op allowances," and that with this fact book on hand RAB member stations will have a chance to "get this [unspent] money before it goes down the drain."

The data book contains all available plans of the products and manufacturers listed, distribution, allowance arrangement, amount and type of radio used, billing procedure and stipulated co-op year (the deadline by which allocated monies must be spent). The book "supersedes" the former RAB co-op card system, Mr. Sweeney declared, and will keep stations up to date on co-op advertising.

INSPECTING the new RAB "Dealer Co-op Data" book are Arch Madsen (l), director of station services for RAB, and Sherril Taylor, vice president and director of promotion for the radio organization.

NARTB Engineering Unit Set

MEMBERSHIP of NARTB's Engineering Advisory Committee was anounced Tuesday by NARTB President Harold E. Fellows. Raymond F. Guy, NBC, was named chairman. Other members are Glenn G. Boundy, Storer Broadcasting Co.; Ralph Harmon, Westinghouse Broadcasting Co.; Phil Hedrick, WSJS Winston-Salem, N. C.; Thomas E. Howard, WBT Charlotte, N. C.; William B. Lodge, CBS-TV; Frank Marx, ABC; George L. McClanathan, KPHO Phoenix; C. G. Noper, WMAR-TV Baltimore; James D. Russell, KKTV (TV) Colorado Springs (board liaison); Orrin W. Towner, WHAS Louisville, and Harry Tilley, WOR New York.

RAB Team Woos Chicago Advertisers Not Using Radio

SEVERAL of the Midwest's regional and local advertisers who, as a composite, spend an estimated $28 million annually on advertising but proportionately little on radio, were targets of Radio Advertising Bureau's "sales blitz team" in Chicago last week.

Headed by President Kevin Sweeney, the RAB team gave over 55 presentations within five days, calling on banks, savings and loan associations, food chains, petroleum companies, utilities, food processors, furniture houses and department stores. Mr. Sweeney described advertiser response to the radio pitch as favorable, with most firms showing interest in the presentations. Agency representatives also took part in some of the presentations.

The presentations covered a representative cross-section of categories. Responses encountered by RAB's team were discussed informally with stations' sales representatives during the week.

RAB will conduct its next "sales blitz" during August in San Francisco, third city to be canvassed under plans approved by the RAB board early in June [B•T, June 11].

Watchmakers Are Targets Of RAB Color Presentation

THE SONG "Time on My Hands" apparently means nothing to nearly one fourth of all U. S. watch owners. According to Radio Advertising Bureau, 25% of watch owners cannot—without looking—identify by brand name the watch they wear.

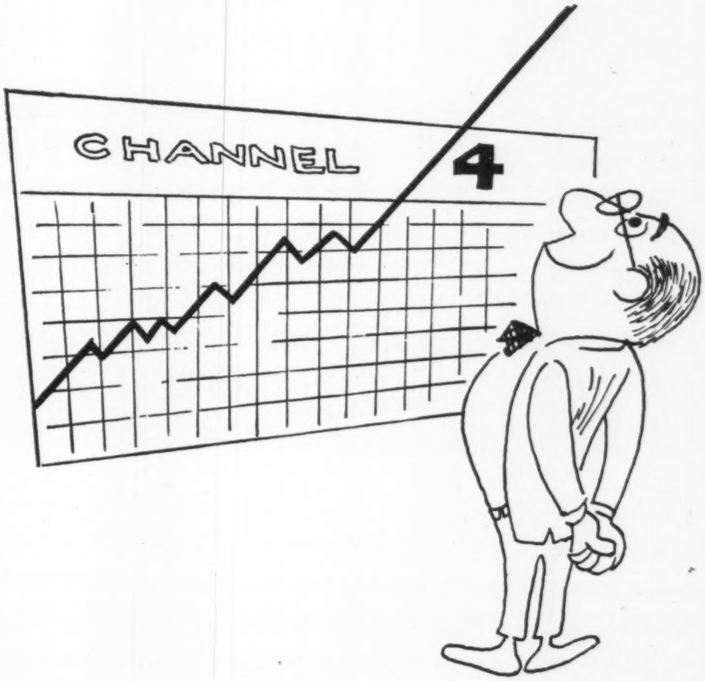
With this fact and others combined in a special multi-color slide presentation, RAB's Carroll McKenna is currently urging top U. S. watchmakers to buy more radio time in order to sell more timepieces. Titled "It's Time for Radio Advertising for Watches," RAB's presentation is believed to be the only industry-wide survey on watches made public since 1947.

According to RAB's vice president and general manager, John F. Hardesty, the survey questioned watch owners in Baltimore, Detroit, New Orleans and Portland, Ore., taking into consideration age, sex and whether the watch was a gift or personal purchase.

RAB Sends Out 'Ammunition' On Radio's Sales Impact

RADIO salesmen have received some statistical ammunition from Radio Advertising Bureau in the form of two sales aids—both designed to to show radio does the job of advertising quicker, better and cheaper.

In the first of a series of newsletters, *National Radio Salesman,* RAB pointed out the difference in cost of network and spot radio with production costs of magazine advertising by stating that an advertiser "can make twice the sales impressions with radio for the production costs alone of a full-page, four-color ad in the nation's top magazine." The other sales aid, a 28-page booklet containing the latest readership figures compiled by Daniel Starch & Staff, breaks down readership into various advertising categories and shows that "true readership of advertising [is] not based upon total circulation but upon accurate readership figures."



WCCO television has more quarter-hour wins than all other Minneapolis - St. Paul television stations combined*

**of the 448 quarter hours of programming from 8 a.m. to midnight, 7 days a week, Nielsen (March) gives WCCO television 66%; ARB (May) shows 62% are WCCO television's; Telepulse (May) puts it at 72%!*

CBS Television for the Northwest

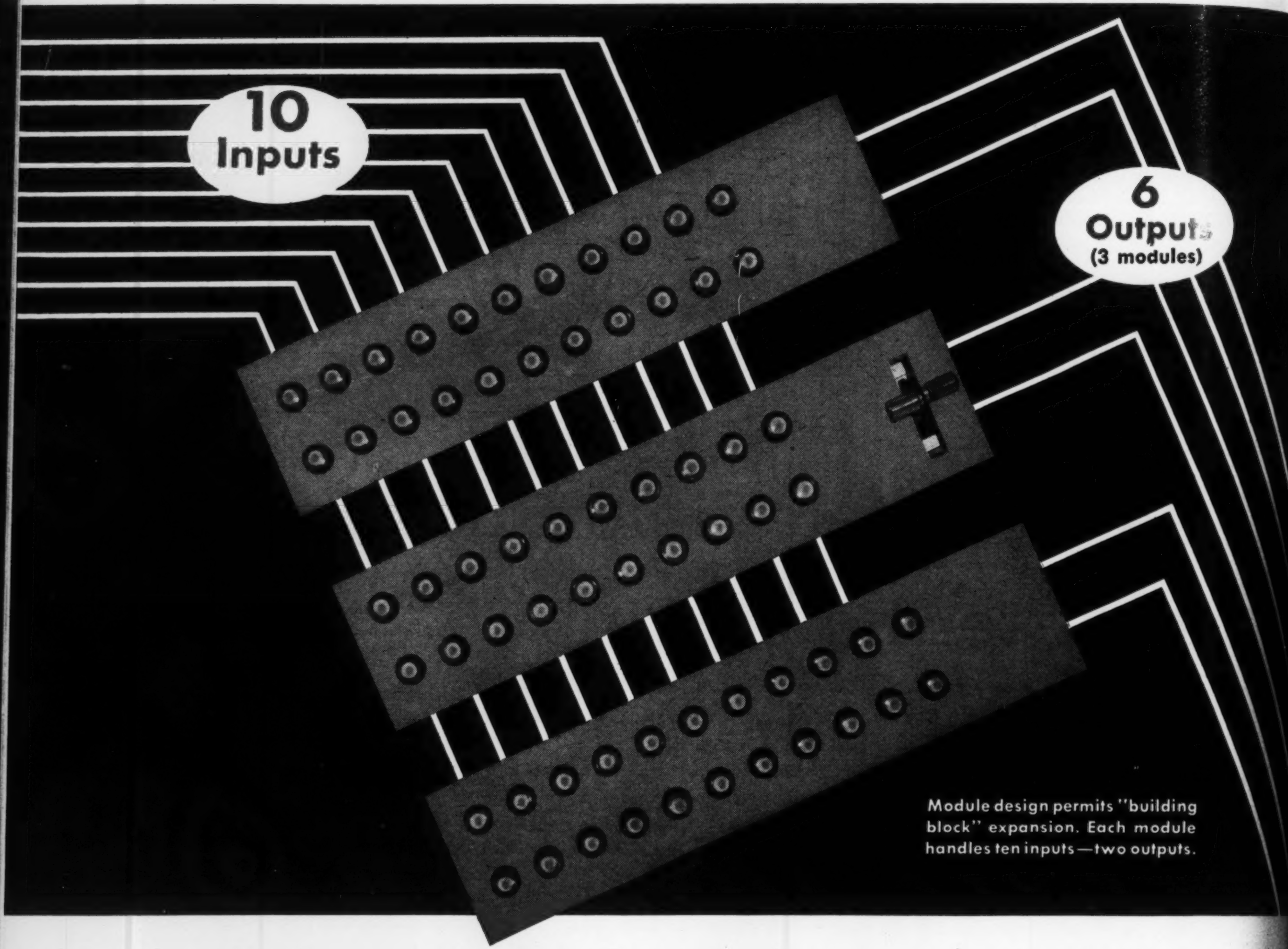
WCCO television

MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

Now! Remote Switching of

COLOR OR MONOCHROME...



Module design permits "building block" expansion. Each module handles ten inputs—two outputs.

CineScanner—Superior for Monochrome . . . and Color!

- ★ **Designed for studio/master control applications—Low voltage D.C. relays eliminate costly video cabling.**
- ★ **Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.**
- ★ **Control panel and switching chassis designed to fit various station layouts — provides utmost flexibility in station design.**
- ★ **Switching chassis designed for standard rack installation—minimum rack space required.**
- ★ **Module design (10 inputs x 2 outputs) permits ease of expansion.**
- ★ **Permits multiple control points.**
- ★ **Built-in tally lights and order wire circuits—auxiliary contacts for program audio.**

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

Any TV Program Source

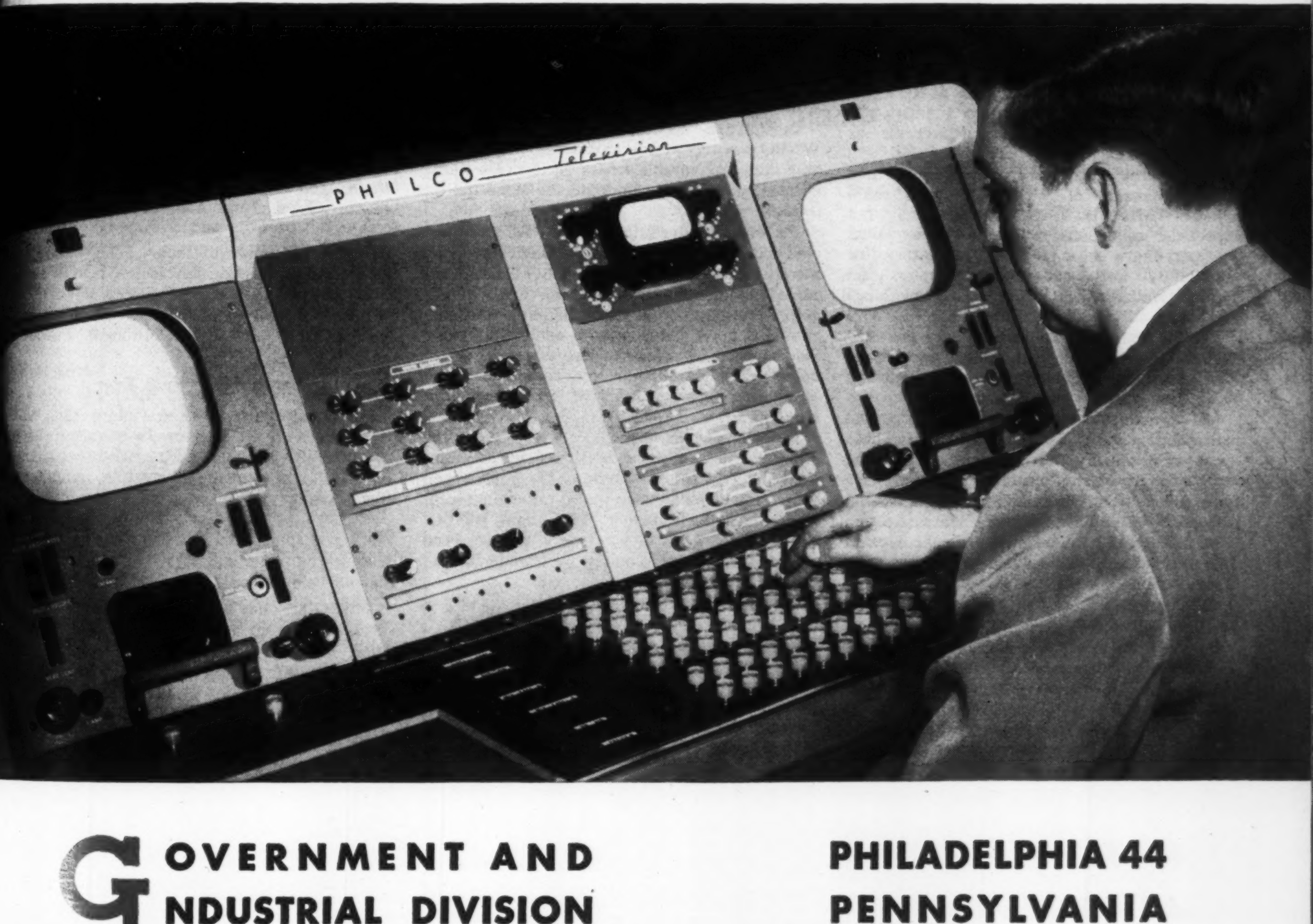
COMPOSITE OR NON-COMPOSITE

HERE is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite . . . by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or live source can be transferred from studio to master control or to transmitter room *in a matter of seconds.* Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. BT today.

New TV Switching System proves "simultaneous" switching practical and desirable



GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44
PENNSYLVANIA

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

COLOR AT WNBQ (TV): THREE MONTHS LATER

GRATIFYING if not sensational . . .

This in essence sums up the impact of WNBQ (TV) Chicago's first three months as an "all color" station, according to executives of NBC-TV's Central Div., whose overall view includes program exposure, the sale of color sets in the area and agency-client acceptance.

Since April 15, when it went into its pioneering operation, the network owned-and-operated outlet has thrown all its weight—as well as the labyrinthine resources and facilities of RCA and NBC—behind color television, both in its laboratory (behind the scenes) and over the air (in programming).

Jules Herbuveaux, NBC vice president and general manager of WNBQ (and its radio affiliate WMAQ), will tell you that he did not expect the millennium overnight. He explains:

"Operating a color television laboratory [for other NBC owned-and-operated stations and network affiliates] we learn and un-learn things every day . . ."

The "learning and un-learning" has provided answers to a number of problems, which by their very nature are not necessarily limited to WNBQ.

Mr. Herbuveaux and his assistants say that many anticipated difficulties, particularly those involving production, have never come up. The most vexing problems in pioneering color were those of lighting, makeup and sets. WNBQ learned quickly that it could use less lighting than expected for color—just as in the pioneer day of black-and-white—and found it advantageous to modify its sets. Generally, anything that looked good to the naked eye looked good on color cameras.

Some problems arose in the case of the *Bob and Kay* show when converted to color, according to Phil Bodwell, its producer. Production routines were revised when two color cameras were substituted for three monochrome ones to allow for slower movements of color gear. The crew found it harder to dolly the heavier color cameras. A video engineer was required for each camera; previously, one had sufficed for all three. Another difficulty arose on scripts. The station's continuity acceptance department found it advisable to call for use of colored paper, to avoid white blobs. Similar lighting problems came up with respect to display of white goods.

From the outset of its color conversion, WNBQ has been programming all local live studio shows, NBC spectaculars and across-the-board programs (like *Matinee Theatre*), some film and all station breaks and "promos" in color. Its local schedule (running about five hours daily) has remained substantially the same, with a breakdown of about 33 hours (Monday through Sunday), plus over eight hours of network tinted tv fare per week—or an average of over 40 hours weekly. By fall, with stepped up network programming, WNBQ probably will reach 10 hours daily.

The imminent completion of WNBQ's Studio "E," the last of its four studios to be converted to color, by Aug. 1, together with its pioneer experience in color tv, should place WNBQ in good stead to showcase color for the network's other outlets (such as WRCV-TV Philadelphia and others so equipped) at some early future date.

While WNBQ executives are reluctant to discuss plans at this time, it's known that a weekly live talent show (along the lines of the stations' *Adults Only* variety program) is under study and will be auditioned soon. It would be a limited presentation (not closed-circuit) and would serve to permit other NBC outlets to receive and transmit color programs. It would fall under the guiding hand of Charles Denny, NBC vice president in charge of network owned stations and NBC Spot Sales.

In Chicago, according to Mr. Herbuveaux, WNBQ has received a good many more favorable than unfavorable letters on its color transmission, both from color and monochrome set owners.

It's acknowledged that RCA-NBC encountered technical problems on "C-Day," involving mostly color set adjustments. NBC Chicago received about 32 letters that first week of all-color, the majority of them claiming transmission was good. Most of the complaints came from owners of black-and-white sets. As for color receivers, 90% of the complaints were about a new color map WNBQ used on its *Clint Youle Weather Show*. Instances of complaints from color owners were checked at once by the RCA Service Co. in honoring service contracts of set buyers. In recent months there have been few if any complaints on black-and-white reception of color transmission, according to WNBQ; the location of set owners seems to have been a factor, and some reported even better monochrome reception than before color.

Henry Sjogren, assistant general manager at WNBQ, sums it up in this manner:

"We must maintain a picture that is good in black and white and beautiful in color. The time is rapidly paring down for any differences between black-and-white and color production."

As to promotion, WNBQ plans to carry on with Master Tommy Tint, its puckish promotional character, with the aid and assistance of a female counterpart. The emphasis will be on cartoons rather than slides, according to Howard Coleman, advertising, promotion and merchandising director of the NBC oulet.

For some weeks now, even prior to "C-Day," WNBQ has been conducting color "orientation" sessions for its present advertisers and, lately, their agencies. For the most part, the reaction of both groups has been favorable. There can be little criticism attached to a laboratory project that permits advertisers to see their wares demonstrated on color tv and to experiment at no extra charge.

Mr. Herbuveaux is personally gratified with the enthusiasm shown thus far, as are a number of advertisers. Advertisers are finding out a lot about product designs, labels and other matters. The regular Wednesday sessions were recently opened up to agencies on behalf of their clients. Typical of agency reactions are those of executives of Needham, Louis & Brorby Inc., Chicago, which, like WNBQ, has pioneered in color. Other agencies scheduled to take part are J. Walter Thompson Co., Wherry, Baker & Tilden and many others.

Among existing WNBQ clients which have been or are now presenting color commercials at this time are the following: Peoples Gas Light & Coke Co. (film); Peter Hand Brewing Co. (live on *Dr. Hudson's Secret Journal*); Martin's Oil (film); *Tv Guide* (slide); Armour & Co. (live on Clint Youle's weather show); Atchison, Topeka & Santa Fe (live on Youle); Miles Labs (filmed 20-second spots); Whirlpool-Seeger Corp. (live and film spots on *Kukla, Fran & Ollie* on WNBQ and also commercials on Milton Berle's NBC-TV show); Sears, Roebuck & Co. (live on *Bob & Kay Show With Eddie Doucette);* Sidney Wanzer & Sons (live on Youle); Commonwealth Edison Co. (live on *Bob & Kay*); Jewell Tea Co. (live on *Noontime Adventures);* Home Federal Savings & Loan Assn. (live on Alex Dreier's news show), and others, including Joanna Western Mills, Rust-Oleum, Olson Rug, Canada Dry (Youle), Kresge's, Pepsi-Cola and duPont.

A goodly number of these clients have participated or expressed interest in WNBQ's color sessions. Among others who also have taken part are Coca-Cola, Swift & Co., Libby, McNeill & Libby and Mystik Adhesive Products Co.

Better Now Than Ever

Mr. Herbuveaux claims that more than 10% of WNBQ's clients are now in color television (compared to 2% late in May) and that clients are constantly evincing interest in filmed and other commercials. The past few months, he says, have proved excellent businesswise for WNBQ despite what he calls a "historically dead season." He adds: "We're better off now than we've ever been."

WNBQ also has been receiving renewals at a steady pace from advertisers who converted to color. Among those reported a fortnight ago were RCA (for *RCA Color Theatre,* 13 weeks); Atchison, Topeka and Santa Fe Railway (*Clint Youle Weather,* for 13 weeks), and Rust-Oleum Corp. (for *Jack Angell and News,* 13 weeks).

In other new business, Polk Bros. department store has purchased an across-the-board 12 midnight-1 a.m. strip for two film series. Commercials will be done live and in color, and some color film will be used later.

Mr. Herbuveaux said "we have found out that, despite the elaborateness of some productions, good film commercials can be put together for no more than from 25 to 50% over production cost of black and white." As would be expected, WNBQ points to its ability in turning out live commercials.

WNBQ makes no extra charge for color as

such, save additional costs for added facilities. Established black-and-white clients at the station are protected against ballooning charges, though WNBQ does charge extra for announcements adjoining network programs (from $95 extra up).

WNBQ has no set formula at present for extra color charges and claims the problem is "full of variables." Any additional costs for facilities are usually reflected in extra rehearsal time or in the call for more elaborate sets. Theoretically, this could vary from 1% up. The feeling is that as production and technical people become more proficient, rehearsal time can be reduced. The fact remains, however, that WNBQ does not charge black-and-white clients any more *per se* for converting to color—and they pay the regular participation or program time rate. The same holds for any new advertiser on live commercials. In the case of film, color commercials could prove more costly, depending again on the type, although this is a production matter between the agency and client and WNBQ is not directly involved.

John Keys, WNBQ sales director, says color film costs the client approximately 25%-50% more than black-and-white, and disagrees with any notions that costs will rise out of hand, multiplying two or three fold. He notes that "our biggest job is to convince advertisers the impact of color pays off. The advertiser admits the impact but still is awaiting a greater number of sets in some instances." He added that agencies are more aware than ever of color's effectiveness.

Says Mr. Sjogren: "The reaction of advertisers has been enlightening. Our desire is to have advertisers convert as quickly as possible from black and white to color. The main thing of concern to advertisers is the number of sets on the market—shall they make the additional cost investment in terms of sets?" Mr. Sjogren makes no secret of his pride in WNBQ's reputation for live programming and a rather obvious preference for live commercials as against color film. He also feels that as present clients realize the merchandising value of color, they will turn more and more to it. He also believes any station in the future should be able to "convert more easily to color" but expects a "slow pace."

Color seems to have proved acceptable to advertisers, to the end of greater experimentation. Here are some typical comments:

Armour & Co. (William Galbraith, foods advertising manager)—Claims there is no doubt but what the trend is toward color. "It's inevitable." Says commercials on Clint Youle's program "gives us a chance to experiment and we're getting progress reports all the time from our agencies, N. W. Ayer & Son and Tatham-Laird Inc. We've conditioned ourselves for experimentation." (Kenneth Skillen, general advertising manager)—"Food belongs in color tv." (Note—Armour also has used color elsewhere and on NBC-TV's *George Gobel Show* for its soap product, Dial.)

George Hartman Co. (Bud Hartman Jr., account executive)—Agency handles Joanna Western, Sidney Wanzer and part of Sears account. Praised WNBQ lab setup for color commercials. Noted that Wanzer has "corrected" products for live commercials on Youle show and also will convert slides to color. Reported that Mystik Adhesive Products has tested color tape products in WNBQ sessions, though not a station client.

It's known that Sears, Roebuck & Co. is very definitely color-minded. When WNBQ went all-color, Sears bought approximately 35 spots on the station and continues live color spots on *Bob and Kay*. Among products advertised in color are air-conditioners, electric ranges, fencing equipment, slip covers and draperies, and its Silvertone color tv sets (manufactured by Warwick Mfg. Co.). It's understood that Sears has ambitious plans as a retailer for color tv.

Swift & Co.—Declined to comment on color sessions and its future in medium.

Commonwealth Edison Co. (advertising department spokesman, who declined to be quoted by name)—Reports "we haven't given much thought to it [color tv]." Claims firm has gone along because color is "good for demonstration purposes."

Peter Hand Brewing Co. for Meister Brau beer (Andrew S. Gantner, advertising director)—"We feel we're doing better than many others with color spots (live and film) on *Dr. Hudson's Secret Journal* and other station time, but of course the number of sets probably will control the color situation. There is hardly any difference in cost at present for color, whether live or film. When pro-rated color film is not expensive." He noted that the company's brightly-colored cans lend themselves particularly to color treatment.

One sponsor, whose advertising spokesman asked that his firm not be identified, was more critical of the color situation. He said his company had "no choice" but to convert to color but is still interested primarily in the black-and-white market. "Why appeal to the smaller segment of the market (color) and let the larger market (monochrome) go to pot?" he asked. The spokesman claimed his firm has "made adjustments in our thinking after being required to experiment at standard rates." His company tried color film clips but is using black-and-white commercials predominantly now. He claimed that the foremost consideration in going into color is not an economic one but one of quality. He added that "we'll continue to look into color" as a natural for his company's services and that "we don't want to be critical—they're (the station) doing a good job." The payoff: the advertiser has renewed its program on WNBQ.

Has the public been favorably disposed to color tv in Chicago?

The answer would seem to be affirmative—favorably disposed and exposed. WNBQ executives point out that, with relatively few color sets on the market yet, an appraisal of ratings would mean nothing. There have been few letters, station executives report, complaining about transmission of color fare. (They reached the peak immediately after the "C-Day" debut, most of them from black-and-white set owners, according to Mr. Sjogren.)

Chicago television certainly has a stake in the overall picture, aside from WNBQ's "pump-priming" role, and the NBC station is counting heavily on that prospect and biding its time while pioneering the industry in color television.

WHAT THE BOSS THINKS OF WNBQ COLOR

IF WE'VE LEARNED any one thing from our first three months in color, we've learned that the job wasn't as tough as it was cracked up to be. We anticipated many more problems, especially on the production side. Now, with some 350 hours of local color programming behind us, we wonder what all the nervous hand-wringing was about back around April 15.

There was much concern over the fact we had less than a week to color test the majority of our programs on camera before beginning the all-color operation. If we'd have had two weeks, we'd probably have developed a set of preconceived notions about this color business which would have been tossed out of the studio in the first hour of actual on the air color practice.

MR. HERBUVEAUX

Before all-color, I felt that perhaps I was guilty of over-simplifying the problems and difficulties facing the station in this pioneering project. Color is basic and natural. We live it, wear it, eat it and even ride in it—look at the nearest parking lot. Now we put an electronic camera on life in all its natural color. Generally, we've found that if it looks good to the eye, it looks good to the camera. This is the approach I wanted us to take towards color. Color is a natural and that's the way we're treating it.

We had problems, but they were not different nor more difficult than those we faced in the early days of black-and-white television. Mostly they involved things like lighting, make up and sets. As an example, it didn't take the industry long to reduce the amount of light needed for black-and-white, and we're learning to use less light than anticipated for color. We made an almost 100% overhaul of show sets, redesigning them with an eye for simplicity. No problems here except in one case where we allowed ourselves to become over-awed by the magic of color. We developed a fancy transparent, illuminated map for weatherman Clint Youle. It developed more bugs than a Skid Row flophouse and in less than a week Clint was back at his old map, which was colorful enough to begin with.

Operating as a color television laboratory, we learn and un-learn things every day. Like using slip covers on furniture to avoid possible clashes with talent wardrobes. I don't like to use the term "experimental." With more than two million viewers, most of whom are watching in black-and-white, you don't experiment on the air. Not noticeably, anyhow. The experimenting goes on behind the scenes, and I'm gratified by the enthusiasm of agencies and their clients in the color orientation sessions we have made available to everyone. In this area, we are conducting a color educational campaign which will pay off in more advertising dollars going into color television. The introduction of lower priced receivers and the increase in network colorcasting this fall should start color set circulation figures zooming in the Chicago area.

NATIONAL BREWING Co. (National Bohemian beer), Baltimore, signs for sponsorship of 4½ innings of the Washington Nationals baseball games for the next three years on WWDC Washington. The brewery has sponsored Nat games on WWDC for the past four years and the station is in its 14th year of Washington play-by-play broadcasts. Present for the contract signing are (l to r): seated, Herbert D. Fried, vice president, W. B. Doner advertising agency, Baltimore; Norman S. Almony, National director of sales and marketing; Ben Strouse, WWDC president; standing, Howie Williams, Doner account executive, and Herman M. Paris, WWDC vice president in charge of sales.

Fetzer-Knorr Tiger Bid Turned Over to Officials

BID of John E. Fetzer, head of Fetzer Broadcasting Co. stations, and Fred A. Knorr, WKMH Dearborn and other Michigan stations, along with a group of other partners interested in buying the Detroit Tigers baseball team, is reported to have the best chance. The bid, said to be for $5 million, has been turned over to baseball officials along with three others. Announcement of the successful bidder is expected today.

Those in partnership with Messrs. Fetzer and Knorr include Harvey R. Hansen, Detroit lumberman and vice president-stockholder in the Knorr stations and Jackson Broadcasting & Television Corp., a Jackson, Mich., tv applicant; William H. McCoy, Detroit radio (Knorr secretary-treasurer) and insurance executive; Harry L. (Bing) Crosby, Bing Crosby Enterprises and vice president-director of KFEQ-AM-TV St. Joseph, Mo., KGLC Miami, Okla., and stockholder in the Pittsburgh Pirates; Kenyon Brown, KWFT Wichita Falls and other stations; George L. Coleman, Miami, Okla., businessman, interested in the KFEQ stations and KGLC; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington law firm, officer of Vitapix Corp. and Quality Films.

The Bing Crosby interest is definite despite a published denial by his brother, Larry.

Other bids for the Detroit club were described as follows: Jack Cooke, owner of Toronto Maple Leafs baseball team, $5,180,000; Robert Goldstein, Hollywood movie producer, $5,050,000; Bill Veeck, baseball magnate, $5,250,000.

a 3 Billion Dollar
Retail Sales Market With...

100% OF ALL HOMES USING UHF in America's most natural and largest ULTRA-HIGH Frequency Market

4600 Ft. above sea level
175,000 TV Homes

KJEO TV CHANNEL 47 BLANKETS
The Entire Market Area

O'NEILL BROADCASTING COMPANY
P.O. BOX 1708 Represented Nationally by the Branham Co. FRESNO, CALIF.

Beachboard, Buchanan Managers of WFBC-AM-TV

KENNETH BEACHBOARD, radio manager of WFBC-AM-TV Greenville, S. C., has been promoted to television manager by R. A. Jolley, president. He succeeds the late B. T. (Bevo) Whitmire, who died suddenly in Puerto Rico of a heart attack during an Air Force indoctrination mission. Bruce Buchanan, in charge of radio programming, becomes radio manager, succeeding Mr. Beachboard.

Mr. Beachboard was with WMRC Greenville prior to that station's merger with WFBC and before that was manager of WLOS Asheville, N. C. He is president of the Greenville Sales Executive Club and past president of the Lions Club. Mr. Buchanan formerly was at stations in Columbia, S. C., and Wilmington, N. C. He is a Jaycee director and was cited by the state organization for his direction of the Jaycee auto show.

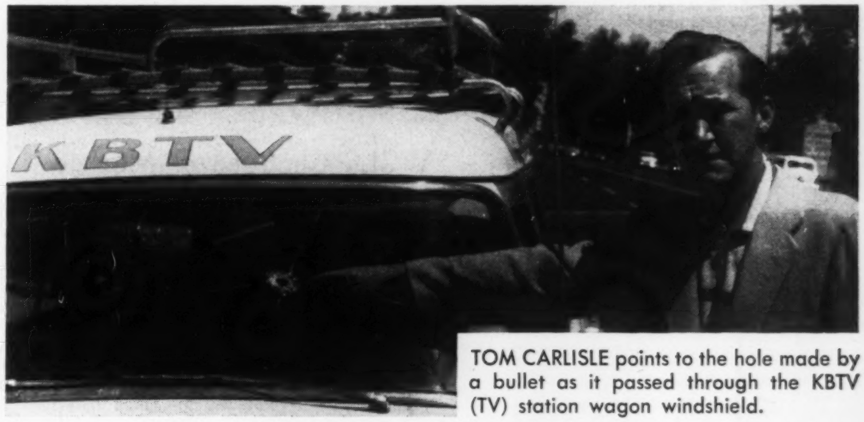
Just before his heart attack, Mr. Whitmire had written a story from Puerto Rico for the *Greenville Piedmont* describing the Air Force mission. He was a former newsman for the *Piedmont*, with which the stations are affiliated.

KENS-AM-TV San Antonio Dedicates Building, Studios

THE NEW BUILDING and studios of KENS-AM-TV San Antonio were formally dedicated a fortnight ago, with Sen. Lyndon B. Johnson (D-Tex.) as principal speaker.

Attending the ceremonies were mayors of south Texas cities, newspaper, radio and television personalities, commanding officers of nine military installations in the area and local civic leaders.

The building and studios, fully air-conditioned, occupy more than 28,000 sq. ft. Two 40 by 60 ft. studios have been constructed for live tv shows on the first floor, and large double-doors which permit the entry of automobiles, buses, boats and other large props to be used on live programs.



TOM CARLISLE points to the hole made by a bullet as it passed through the KBTV (TV) station wagon windshield.

Gunman's Bullet Misses KBTV (TV)'s Carlisle

KBTV (TV) Denver News Director Tom Carlisle is under police protection following an attempt on his life by an unknown gunman the morning of July 7. A shot was fired through the windshield of the KBTV station wagon as Mr. Carlisle was turning into his driveway.

In his report of the incident, the news director attributed the attack to a series of news broadcasts he has aired dealing with narcotics traffic in Denver. Mr. Carlisle planned to release a list of names of local drug "pushers" to the police last week and then accompany the officers on raids. He said that he had been "warned" by telephone previous to the shooting to "lay off."

August 5 Target Date Set By KUAM-TV Agana, Guam

KUAM-TV Agana, Guam, has set an Aug. 5 target date with work progressing at the present time on the station's physical facilities. Harry Engel has been named KUAM-TV president. Other executives include H. Richard Maguire, resident manager; Donald G. Brown, operations manager, and James O. Long, technical director.

The ch. 8 outlet will be an NBC affiliate with Adam Young Television Corp. as representative and a highest one-time hourly rate of $120.

Baldwin Heads WNOE

BILL BALDWIN, formerly assistant manager of WRIT Milwaukee, has been named general manager of WNOE New Orleans, owner James A. Noe has announced. Mr. Baldwin replaces Steve French, who has purchased WDXB Chattanooga, Tenn. He has been in broadcasting 27 years, including positions with NBC Chicago, WHO, KSO and KRNT, all Des Moines, Iowa, stations.

City Council Broadcasts Reinstated in Galesburg

STEADY CAMPAIGN protesting against cancellation of broadcast coverage rights at Galesburg, Ill., City Council meetings led to reversal of the action and meetings again are being broadcast by WGIL, that city.

Newspaper support was given WGIL's protests last May 7 when the aldermen voted 10-3 to ban broadcasts of meetings following a successful public vote in favor of a city manager type of government. A later vote was 8-5 against broadcasts, but a third vote reinstated radio by a 7-6 margin. At the time of this vote, David Loring, WGIL news director, called for equipment and the council session was held up until the gear was operating. P. A. Wilson, WGIL manager, said the station will ask the new government for broadcast rights when it takes over next spring.

Buskett Goes to KRAM

LARRY BUSKETT, general manager of KCBQ San Diego, a Bartell station, has resigned to become general manager of KRAM Las Vegas, Nev. Lee Bartell, managing director of the Bartell group, will act as general manager for KCBQ.

Edward B. Blair Dies

EDWARD BLAKE BLAIR, 84, father of John Blair and E. Blake Blair, president and treasurer, respectively, of John Blair & Co., national station representative firm, died Thursday in Chicago after a brief illness.

Mr. Blair, one of the guiding spirits behind the founding of his sons' representative firm, was well known in the broadcast industry. At the time of his death, he was vice president in charge of advertising and sales, W. F. McLaughlin & Co. (Manor House coffee). He also is survived by his wife.

AT FESTIVITIES during the dedication of KENS-AM-TV San Antonio's new building and studios are (l to r) Jim Wiggins, KENS-AM account executive-sports announcer; Bill Joekel, KENS-AM commercial manager; Dorothy Kearl; Wayne Kearl, KENS-TV commercial manager; Mrs. Edward P. Shurick; Frank Huntress, president of Express Publishing Co., owner of the stations; Mr. Shurick, CBS-TV station relations; Mrs. Eric Salline; Mr. Salline, CBS Radio station relations; Al Johnson, KENS-AM-TV manager; Bill Shomette, KENS-AM-TV agricultural editor, and Mrs. A. Johnson.

Storer Boosts Dividends On Both 'A' and 'B' Stock

BOARD of director of Storer Broadcasting Co. has declared a quarterly dividend of forty-five cents per share on its common stock, it was announced last week by George B. Storer, president of the company. Payable Sept. 14 to stockholders of the record as of Sept. 1, the new dividend increases the annual dividend rate from $1.50 to $1.80 per share. Storer common stock is listed on the New York Stock Exchange.

Mr. Storer also announced that the board has declared a quarterly dividend of six cents per share on Class B common stock, increasing the annual dividend rate for this stock from 20 to 24 cents. This stock is not listed on the New York Stock Exchange.

Crowell-Collier Purchases Expected to Be Filed Soon

CROWELL-COLLIER's purchase of the Bitner radio and television stations, first announced last April 24, may be filed with the FCC "within the next few weeks," according to a joint announcement of buyer and seller last week.

After a meeting in New York last Thursday, Paul C. Smith, president of Crowell-Collier, and Harry M. Bitner Sr., board chairman of Consolidated Television & Radio Broadcasters Inc., issued a terse announcement saying the acquisition "is proceeding as speedily as possible" and that both parties "believe the transaction will be filed with the FCC within the next few weeks."

They added that "final financial details" would not be disclosed until formal application for transfer is placed before the FCC.

Under terms of the agreement announced last April 24, Crowell-Collier would buy 607,200 shares of Consolidate stock—315,600 shares of voting common and 291,600 shares of Class B (also voting) common—at $20 per share plus 5,060 shares of 5% preferred stock to be redeemed on closing date at par ($100) or better. In addition Crowell-Collier will assume about $3.5 million in Consolidated obligations—for a total purchase price in excess of $16 million.

Consolidated stations are WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis-St. Paul and WFDF Flint, Mich.

CROWELL-COLLIER Publishing Co., which is entering the broadcast field as part of its new diversification program, last week signed a contract for the purchase of KFWB Los Angeles [B•T, July 9]. Concluding purchase arrangements are (l) Paul C. Smith, Crowell-Collier president, and Harry Maizlish, president and sole owner of KFWB. The publishing company also has acquired radio and tv stations in Honolulu, Minneapolis, Indianapolis and Grand Rapids, and a radio station in Flint, Mich. All acquisitions are subject to approval by the FCC.

WCLS Changeover Marked By Big One-Day Celebration

WLCS Baton Rouge, La., celebrated its changeover to a 24-hour independent operation with a $2,000 newspaper campaign and $1,500 in prizes—including $550 in cash thrown from the roof of a downtown building.

WLCS disc jockeys Rex Jones, Bill Anthony and Joe Holcomb said they were "somewhat awed" at the large crowds that blocked the streets to catch balloons to which had been attached bills.

Other features of the celebration, which took place on Independence Day, were a mystery personality contest, a baby contest and an oldest-youngest related listener contest.

KRCA (TV) to Increase Color

KRCA (TV) Los Angeles will vastly increase its color telecasting schedule by Dec. 1, it was announced Thursday by Thomas C. McCray, vice president and general manager of the NBC-owned station. The NBC board of directors has authorized $400,000 for acquisition of two RCA color camera chains and one film chain for the expanded local color programming. Mr. McCray said color telecasting will be increased over 100% and will include both local live and filmed programs. Network colorcasting on the West Coast will be increased next fall through the use of NBC's newly developed lenticular color film kinescope for delayed rebroadcasting of eastern network originations.

KRGV-TV Now on Relay

KRGV-TV Weslaco, Tex., yesterday (Sunday) began telecasting live NBC programs via an AT&T microwave relay system carrying the signals from Corpus Christi, a distance of 165 miles. The relay involves six twin-tower automatic relay stations which transmit the programs to Weslaco for KRGV-TV pickup. KRGV-TV, headed by O. L. (Ted) Taylor, has been on the air since April 1954.

Power Boost for WWTV (TV)

WWTV (TV) Cadillac, Mich., plans to increase its power to 316 kw by fall with the installation of a 25 kw Standard Electronics Corp. amplifier, General Manager Gene Ellerman announced. The station also is building a new main studio, larger than the one presently in use.

WCKT (TV) Miami Testing

WCKT (TV) Miami, the NBC basic affiliate in that city, now is broadcasting its test pattern on ch. 7 as a preliminary to regular telecasting starting July 29. The test pattern will be shown intermittently and for increased periods of time until the day of full telecasting.

KELE (FM) Target July 29

KELE (FM) Phoenix plans to go on the air July 29, programming from six p.m. to midnight daily on 95.5 mc with 18 kw, according to General Manager James T. Ownby. Charles Inman has been named program director. KELE is affiliated wtih KONI (AM) Phoenix and both stations will operate from enlarged quarters in the Mayer Heard Bldg.

Even a goat won't "goof"...on film

The advantages of film are virtually limitless. First, you can produce a show that's right—free from bugs. Next, you can try it out—know just what audiences think about it. And, finally, you can schedule it for maximum effect and convenience. Yes, you can save time and money—get a better show—when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR
. . . you'll be glad you did.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Four Are Promoted At NBC Spot Sales

MR. DIETRICH

MR. SURLES

MR. GAFFIN

MR. LYONS

ELEVATION of four executives of NBC Spot Sales to new posts was announced last week by John H. Reber, director, as part of a move designed to strengthen the organization's management structure.

George S. Dietrich has been named director of radio spot sales. He joined the organization in 1950 as a salesman and became eastern manager of radio spot sales in 1953. In 1954 he was promoted to national manager of radio spot sales.

Fred Lyons has been advanced to the post of manager, central division, radio spot sales, with headquarters in Chicago. He joined NBC Spot Sales in 1951 as an analyst and six months later was named a salesman for radio spot sales.

Larry Surles, who has been with NBC Spot Sales since 1952 as a television salesman, has been appointed eastern division manager of radio spot sales. Previously, Mr. Surles had served in various sales posts with WFBR Baltimore, ABC and WOR-TV New York.

Mort Gaffin has been elevated from manager to director of new business and promotion for NBC Spot Sales. He joined the organization as tv promotion manager in 1952 and the following year was appointed manager of advertising and promotion for radio and tv.

STATION SHORTS

KRKD-FM Los Angeles making available spot announcements for first time since station went on air. Announcement, by Frank Oxarart, executive vice president, KRKD-AM-FM, states number of commercial spots will be limited, consistent with present fm programming, and no hour, half-hour or quarter-hour programs will be offered.

KPDQ Portland, Ore., in new offices and studios at 4903 N.E. Sandy Blvd.

WOWL Florence, Ala., has added 5,000 w gasoline-driven generator power plant to provide for emergency and power failure.

WGAN Portland, Me., has installed new 5 kw RCA transmitter.

WTVD (TV) Durham, N. C., has in service new truck to handle remotes and two-way radio equipped station wagon.

WIMA-TV Lima, Ohio, names Mrs. Elisabeth Beckjorden, station network representative, as WIMA-TV network and personal representative in New York.

'Yikitty-Yak' Sells

IN ITS first use of television, Johnson Bros. Furniture Store, Junction City, Kan., sold $60,000 worth of merchandise with the use of four 10:10 p.m. newscasts and 18 spots in four days on WIBW-TV Topeka, Kan. Gene McKinney, WIBW-TV weatherman appeared at the store with his cartoon character, "Yikitty-Yak." Max Johnson, one of the store owners, said that he "was not prepared for the response." Junction City (population, 16,000) is 70 miles west of Topeka.

The Midwest Merchandise Mart, Madison, Kan. (population, 600 and 75 miles from Topeka), sponsored five of the same newscasts and 22 spot announcements on WIBW-TV, featuring evaporating room coolers. Result: The entire stock ($10,000) of room coolers was sold, plus many higher-priced air conditioners. Following the sale, the store's manager commented: "Our display rooms look like they have been stirred with a stick."

WFBC-TV again Swamps Competition in Carolina 5-County* Pulse Survey

LATEST AREA PULSE SURVEY OF TELEVISION AUDIENCE
(5 Counties) SHARE OF TELEVISION AUDIENCE

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 611,400; Incomes of $787,290,000; and Retail Sales of $549,606,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.

"The Giant of Southern Skies"

NBC NETWORK
WFBC-TV
Channel 4 Greenville, S. C.
Represented Nationally by
WEED TELEVISION CORP.

REPRESENTATIVE SHORTS

Edward Petry & Co., N. Y., moved to 3 E. 54th St.

Radio-Tv Representatives Inc., N. Y., moved to 7 E. 47th St.

NBC Spot Sales has closed its Cleveland office and requests that all correspondence dealing with spot television be addressed to John C. Treacy, manager, Detroit Div., National Tv Spot Sales, 1165 Penobscot Bldg., Detroit 26.

REPRESENTATIVE APPOINTMENTS

WEAV Plattsburgh, N. Y., names Thomas F. Clark Inc., N. Y., for national sales.

WGTO Haines City, Fla., to Adam Young Inc., N. Y.

REPRESENTATIVE PEOPLE

Robert J. Kizer, advertising-merchandising staff, Procter & Gamble Co., Cincinnati, to tv sales division of Avery-Knodel Inc., N. Y. Before joining P&G several years ago, Mr. Kizer was instrumental in setting up domestic division of National Time Sales, N. Y.

Robert E. Richer, salesman, WABC New York, to Adam J. Young Inc., N. Y.

William Davis, CBS-TV Spot Sales staff, Chicago, transferred to New York as account executive, replacing **Art Elliott,** recently promoted to CBS-TV Spot Sales midwestern sales manager.

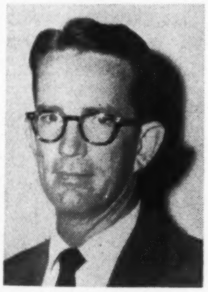
STATION PEOPLE

Saxie Dowell, Chicago disc jockey, to Scottsdale, Ariz., Jan. 1 as executive vice president of KPOK, now under construction. **Dick Gilbert,** disc jockey, KTYL Mesa, Ariz., is president of KPOK.

William H. Vogt, local sales manager, WDAS Philadelphia, appointed commercial manager.

Ernest Howard, formerly program director of KARK Little Rock, Ark., appointed commercial manager.

Carl Zimmermann, news director, WISN-TV Milwaukee, appointed assistant manager of WISN. **Don O'Connor,** newsman, WEMP Milwaukee, to WISN-TV as news director.



MR. HOWARD

Carl F. Runge, sales department, WIST Charlotte, N. C., named local sales director. **Archie E. Deal,** staff announcer, to production manager.

Frank Harms, producer, CBS, N. Y., to program manager of WBUF-TV Buffalo, N. Y.

Ken Albridge appointed program director, KHMO Hannibal, Mo.

Bernard H. Pelzer, ABC Radio salesman, transferred to WABC New York as account executive. **Ronnie Gelb,** ABC Radio station clearance office, to WABC as junior account executive.

Frank Morris, staff director at KABC Los Angeles, named program supervisor.

'Window' Testimonial

SINCE it began sponsorship of *Window* on WBRE-TV Wilkes-Barre, Pa., Fowler, Dick & Walker, The Boston Store, that city, has several successful sales stories to tell.

For instance: The day after the beauty salon was featured on the five-minute *Home* insert, it had its biggest day ever; hosiery was featured at regular prices on *Window* and the following day outsold special sales that had been advertised in the newspapers; a cooking utensil special was sold out in two days after being featured.

The telecasts are done live from the store and crowds viewing the program have increased each day.

Don Perris, publicity and promotion director, WEWS (TV) Cleveland, promoted to local advertising sales staff. **John J. Moffitt,** WEWS production department, named director of station public service bureau, new department.

MR. MOFFITT

MR. PERRIS

Holland Engle, with news staff of WGN Chicago since 1942, promoted to operational manager.

David Bolton, Donn Bennett Productions, to sales staff of WIBG Philadelphia.

Charles F. Wister, WIP Philadelphia, to WPFH (TV) Wilmington, Del., as sales representative.

Howard J. Burnett, production manager, WIP Philadelphia, transferred to sales account executive. **Paul Parker,** tv writer and former program staffer, WCAU-TV Philadelphia, succeeds Mr. Burnett as production manager.

Mitchell Krauss, sales and production departments, WFLN (FM) Philadelphia, to WIP as sales account executive. **Henry G. Chadwick,** advertising media supervisor, R. M. Hollingshead Corp. (chemical products), Camden, N. J., to WIP sales staff.

Earl Wennergren, former tv-radio columnist for *Rocky Mountain News,* to head of publicity dept. KLZ-AM-TV Denver.

Albert Odeal, film director of KYW-TV Cleveland, named to newly-created post of director of films for WRCA-TV New York.

John Meyer, formerly with WIBV Belleville, Ill., to announcing staff WIL St. Louis. **Kenneth Olshan,** recently discharged from U. S. Army, to WIL continuity dept.

Tex McBride of Pensacola, Fla., to announcing staff of KPLC-TV Lake Charles, La.

Robert C. Miller, Cleveland public relations man and formerly with NBC in that city, appointed sales manager of KCRG-TV Cedar Rapids, Iowa.

MR. MILLER

Jim Ramsburg, WLOL Minneapolis-St. Paul, to WDGY there as disc jockey and news staffer. **John Michels,** KWHK Hutchinson, Kan., to WDGY disc jockey staff. **Art Carlson,** KEYD-TV Minneapolis-St. Paul, and **Len Bart,** WDGY announcer, to WDGY sales staff.

Grover J. Allen, Richy Victor, Carl Tubs and **Herb Cunniff,** all of WBKB (TV) Chicago production staff, selected to direct segments of ABC-TV's coverage of Democratic Presidential Convention, which opens in Chicago Aug. 13.

Mary Jane Pitcher, Ohio U. tv graduate, to WTAP-TV Parkersburg, W. Va., as continuity writer. **Paul Hill,** graduate of Marietta College speech school, to WTAP-TV as staff announcer.

George Jelinek, engineer, WOW-TV Omaha, to KHOL-TV Holdrege, Neb.

Bob Evans, promotion manager, WFMO Fairmont, N. C., to announcing staff of WKBC North Wilkesboro, N. C.

Del Shook, producer-director, WISH-TV Indianapolis, to WDBJ-TV Roanoke, Va., in same capacity. **Ann Howard,** former point-of-sale promotion manager, *Parents* magazine, to WDBJ-TV for daily show.

Kerry Dennon, continuity writer, KOIN-TV Portland, Ore., to station's promotion department, replacing **Jack Harris** who has left industry.

ROBERT D. BISCHOFF, advertising superintendent of the State Farm Mutual Automobile Insurance Co., Bloomington, Ill., signs for sponsorship by his company of *Hank Weaver's Corner,* beginning July 4 on the ABC Western Regional Tv Network. Present for the contract signing l to r: J. English Smith, director of national programming, western division, ABC-TV; Paul E. Belknap, vice president, Needham, Louis & Brorby, Chicago; Mr. Weaver, and Michael W. Gradle, Needham, Louis & Brorby west coast manager.

WCDA-B Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WRVA-TV Richmond
WSYR-TV Syracuse

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

Take A New Look at Philadelphia

WPFH CHANNEL 12 HAS CAPTURED A 10.1 AVERAGE RATING IN THE PHILADELPHIA MARKET DURING THE TOP VIEWING HOURS OF 9:00-11:00 P.M., MONDAY THROUGH FRIDAY. *

PHILADELPHIA
CAMDEN
WILMINGTON
NEWARK
ATLANTIC CITY

CHANNEL 12 has high powered coverage of a steadily increasing Delaware Valley market, with—richly varied sports and family entertainment programming for all, which—obtains high per-viewer advertising acceptance at low per-viewer costs.

WPFH CHANNEL 12 TELEVISION

Represented by
Paul H. Raymer Co., Inc.

*Based on the June, 1956 A.R.B. regular Philadelphia 8 county survey ONLY. Does not include the Wilmington-Southern New Jersey areas.

Missourians Shown

SOUND-ON-FILM interviews with two principals in the four-way battle for St. Louis ch. 11 were provided to viewers in that city via ch. 5 KSD-TV there, which had the films taken immediately following oral argument before the FCC for the ch. 11 facility (see story). KSD-TV arranged for INS Telenews to provide the coverage. The Telenews cameraman filmed about 30 ft. of the actual oral argument proceedings (16 mm, without sound) and afterwards "interviewed" (16 mm Auricon, sound-on-film) William H. Biggs, board chairman of Broadcast House, and Harold Cowper, president of 22 Tv Inc., who told the unseen audience of their respective tv proposals. This followed by about two weeks full sound-on-film coverage of the Charlotte, N. C., ch. 9 oral argument, which was programmed the same night ch. 3 WBT (TV) Charlotte [B•T, July 2].

Frank Teas, former staffer on Bangor, Me., tions, to WKNE Keene, N. H., for afternoon show.

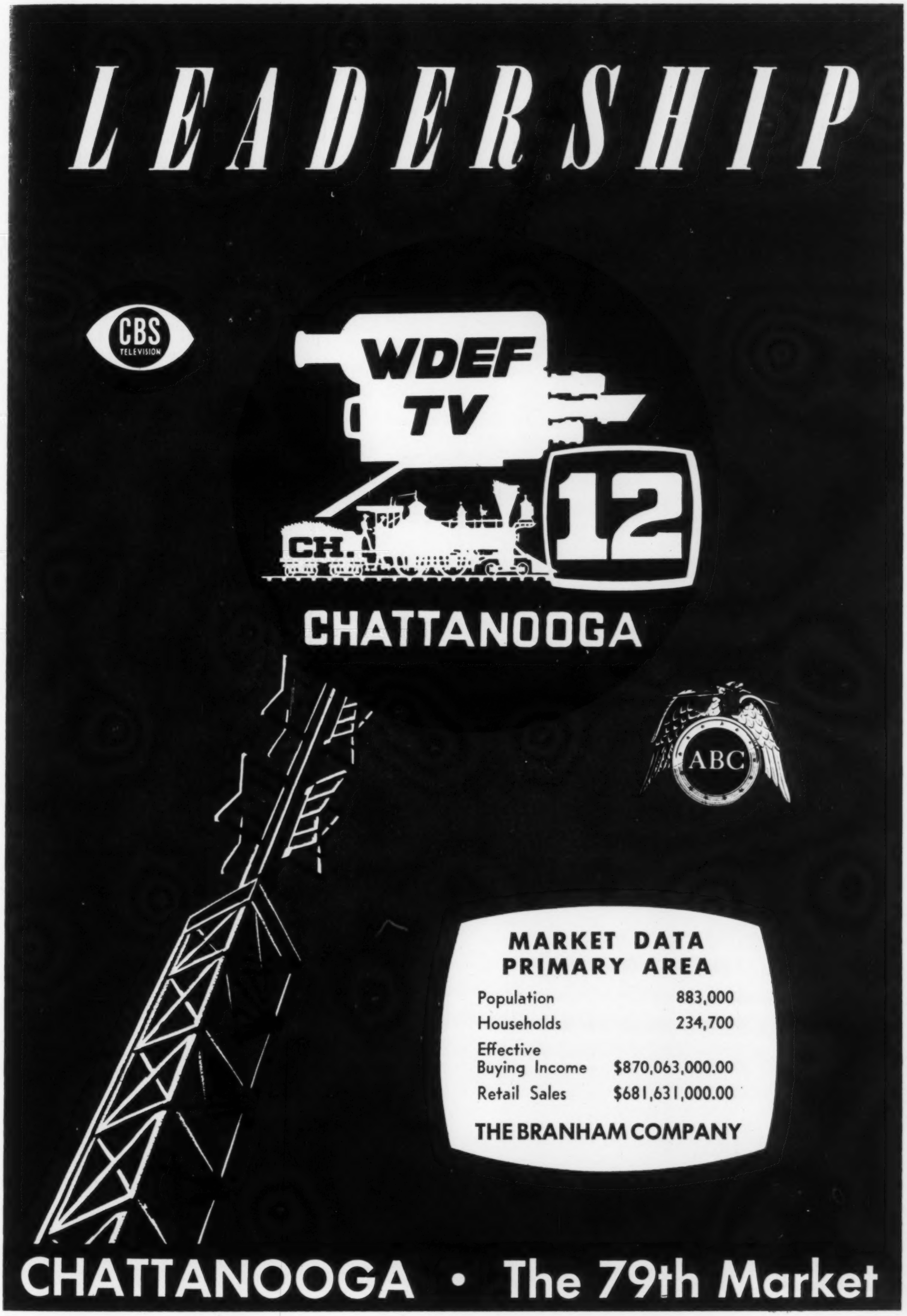
Carter Davidson, executive director of Chicago Council on Foreign Relations, appointed moderator of WIND Chicago *Forum of the Air,* replacing **Dr. Donley Fedderson** of Northwestern U. School of Speech, who is leaving city on special assignment with U. of Michigan.

Bob Carrington, free lance tv announcer in Detroit and Chicago, to WKRC-TV Cincinnati.

Ruth Alampi named garden director WRCA-AM-TV New York, succeeding husband, Phil, named Secretary of Agriculture for State of New Jersey.

John S. Hayes, president, WTOP-AM-FM-TV Washington, elected vice president of local United Givers Fund. **Ben Strouse,** president-general manager, WWDC Washington, to head

JOEL KRISCH signs for United Pawn Shop, Roanoke, Va., to sponsor *The Patti Page Show* on WDBJ-TV that city. The contract for the Screen Gems series is for 26 weeks. Also present are Don Bryan, Screen Gems sales representative, and Joe Mastin (right) of the tv station.



LEADERSHIP

CBS
TELEVISION
WDEF
TV
CH. 12
CHATTANOOGA
ABC

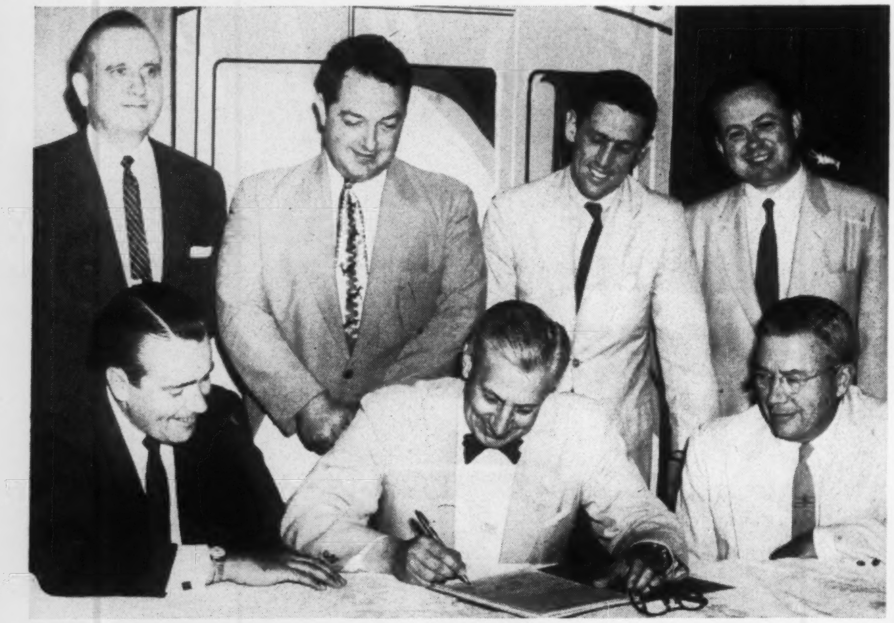
MARKET DATA
PRIMARY AREA

Population	883,000
Households	234,700
Effective Buying Income	$870,063,000.00
Retail Sales	$681,631,000.00

THE BRANHAM COMPANY

CHATTANOOGA • The 79th Market

ON THE DOTTED LINE



A SPOT and program contract for the Democratic and Republican national conventions and the Nov. 6 election returns has been signed with WMAR-TV Baltimore by Westinghouse Electric Supply Co. Present at the signing are (l to r) seated: George Rogers, WMAR-TV commercial announcer for the electric supply company; H. Nelson Helm, consumer product manager for the company; Harold Carr, manager of sales promotion of the Baltimore Gas and Electric Co., and standing: E. A. Lang, WMAR-TV commercial manager; Locke H. Trigg Jr., radio specialties and tv manager for the electric supply company; William H. Shriver Jr., president of the Shriver agency, and Guy Griffen, WMAR-TV sales representative.

KRCA (TV) Los Angeles personalities Lee Giroux (l) and Jack McElroy (r) display the name of one of the station's new sponsors, Good Humor Co. (ice cream). Good Humor President Irv Hawkins is between the two performers. The ice cream company has signed for several programs and spot announcements weekly on the Los Angeles station.

COMPLETING arrangements for WCPO-TV Cincinnati to purchase the 20th Century Fox film package from National Telefilm Assoc. are E. Johnny Graff (l), NTA vice president, and Ed Weston, WCPO-TV assistant general manager. Mr. Weston said the movies will be shown this fall on *Million Dollar Movie* Sunday nights.

DENVER U. football this fall will be broadcast by KIMN Denver under the sponsorship of Pioneer Savings Stamp Co. Present for the contract signing (l to r): C. C. Harsten, Pioneer vice president; O. O. Seagraves, Pioneer president; George Morgan, KIMN assistant manager, and Mary Robertson, Marshall Robertson Adv. Agency, which services the account. ➤

WSUN-TV St. Petersburg, Fla., had its most unusual contract signing aboard the boat *Lone Star*. The occasion was a 26-week deal for a half-hour weekly local live show to be sponsored by Treasure Island Marine —a show devoted to the entire field of water sports. L to r: Barney Kobres, national sales manager for WSUN-TV; Floyd Rand, owner of Treasure Island Marine, and Jack Hitchcock, WSUN-TV salesman.

THE Utah Copper Div. of Kennecott Copper Corp. has signed for *Kennecott Neighborhood Theatre* on KUTV (TV) Salt Lake City. Present for the contract signing were (l to r) E. J. Drucker, KUTV local sales manager; Nat Berlin, account executive for Adamson-Buchman agency, representing Kennecott, and B. O. Strand of Kennecott public relations department. The program will feature full-length movies.

Charles Day
James Taylor
Bob Smiley
Bill McColgan
Hal Morgan
Pie Plant Pete
Tom Armstrong
Jim Martin
Jack Perkins
Ruth Allen
Jack Dooley
Henry Pildner

In Northern Ohio

FRIENDLY VOICES ROUND THE CLOCK

CBS

WGAR

DIAL 1220

. . . . CLEVELAND'S FRIENDLY STATION . . .

Throughout the busy day at Cleveland's friendliest station, a steady procession of familiar and welcomed voices is beamed to the biggest buying concentration in northern Ohio . . . the attentive, well-heeled audience of WGAR.

These dozen personalities (and others, too), on whom northern Ohio relies for news, sports and entertainment, are capable salesmen as well. Their friendly, persuasive voices can effect the maximum buying action for your products in this 6-billion-plus market. Get the facts now from a WGAR representative.

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

Measure of a
Great Radio Station

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • Cleveland • 50,000 Watts • The Peoples Broadcasting Corporation • Statler Hotel • Cleveland 1, Ohio • PR 1-0200

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago • Detroit • San Francisco

KMOX St. Louis and the Retail Druggists Assn. of Greater St. Louis have launched "Drugmarketing," an exchange-facilities marketing plan. The plan combines radio advertising with drug store merchandising in 450 retail outlets represented by RDA. Working out details of the advertising-merchandising venture are (l to r) Robert Hyland, KMOX general manager; Larry Schreiber, chairman, Planning Council of the RDA; Ross Blanchard, KMOX merchandising manager, and Foster Brown, the CBS-owned station's sales promotion director. Messrs. Blanchard and Brown originated the idea.

UGF public relations plans board. **William E. Coyle,** advertising, publicity and public relations director, WRC-AM-FM-TV Washington, appointed special UGF assistant to Carleton D. Smith, general campaign chairman of fund and vice president-general manager of WRC stations.

George Lorenz, disc jockey, WKBW Buffalo, N. Y., appearing as guest m.c. with "Top Record Stars Show of '56" in Toronto today (Monday).

Lloyd E. Yoder, vice president and general manager, WRCV-AM-TV Philadelphia, elected to board of corporators of Woman's Medical College of Pennsylvania, Phila.

M. J. Minor, transmitter and field engineering manager of Jefferson Standard Broadcasting Co. (WBT-WBTV[TV] Charlotte, N. C., WBTW[TV] Florence, S. C.), elected chairman of N. C.-Va. Section of Institute of Radio Engineers.

Robin Morrow, president, KJAN Atlantic Iowa, elected justice of peace of Cass County.

G. B. Gordon, assistant program director and newscaster, WICS (TV) Springfield, Ill., appointed production advisor for proposed tv film series by Christian Telefilm Productions, comprising representatives of Christian Churches and Churches of Christ. Plans for series were made at North American Christian Convention in Louisville May 8-11.

Bernard Garfield Erskine, writing staff, WKLO Louisville, Ky., elected president of Bellarmine College Alumni Assn.

Red Johnson, film director, KPLC-TV Lake Charles, La., father of twin boys, William Carson and Thomas Gregory, July 7. **Giles Whitten,** program m.c., father of girl, Debbie Diane.

William J. Murphy, announcer, KXOK St. Louis, married to Jean Patrick of St. Louis, July 7.

Del Shook, producer-director, WDBJ-TV Roanoke, Va., father of girl, Barbara Dee.

Ted Bryant, program assistant, KTNT-TV Seattle-Tacoma, married to Jean Mason.

Marge Anderson, weather girl, KOMO-TV Seattle, married to **C. H. Hinshaw,** account executive, KVTV (TV) Sioux City.

Wayne Harris, program director, WWIT Canton-Asheville, N. C., father of girl, Wayne Ann. **Barry Medlin,** WWIT disc jockey, father of girl, LaDonna Charisse.

Charles Dwight Sigsbee III. 38, program director, KOMU-TV Columbia, Mo., who was killed in automobile accident June 20, buried July 10 in Arlington Natl. Cemetery, Va.

SOLD
DOWN THE RIVER
UP THE RIVER
ACROSS THE RIVER
When Advertised on WOC-TV

WOC-TV *Sells* . . . because it offers the advertiser:

- 39 Iowa-Illinois counties with a population of 1,558,000.*
- 39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).
- 39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*
- 39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

*** 1955 Sales Management "Survey of Buying Power"**

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

Dulles Admits Cameras To News Conferences

SECRETARY OF STATE John Foster Dulles last week lifted his ban on filming of his news conferences by television and motion picture news service cameramen.

Mr. Dulles previously had permitted radio tape recordings of the conferences, but to get news film, cameramen had to set up their equipment in another room, where the Secretary of State would re-enact highlights after the actual conference.

Film groups complained to the State Dept. that this arrangement was not satisfactory. After numerous talks with department officials, Mr. Dulles permitted cameras on a trial basis at his June 27 conference. Last week it was announced that cameras would be permitted from now on.

The same rules that apply to White House news conferences hold true for cameramen covering the Dulles conferences, i.e., if the Secretary wants anything stricken from the conference record, cameramen, as well as reporters, must comply.

$4.25 Million KGUL-TV Sale To Lone Star Corp. Approved

THE $4.25 million sale of ch. 11 KGUL-TV Galveston-Houston, Tex., to Lone Star Television Corp. was approved by the FCC last week.

Lone Star, 90% of which is owned by the New York investment firm of J. H. Whitney & Co., and 10% by Paul E. Taft, present 40.5% owner and president-general manager of KGUL-TV, bought 89% of CBS-affiliated KGUL-TV stock from present owners, which include screen star Jimmy Stewart, oilman F. Kirk Johnson, banker R. Lee Kempner and attorney V. W. McLeod. Lone Star already owned 1.277%, which it purchased last May for $49,388 from the City National Bank (trustee for David M. and Katherine Lynn Cummings).

The purchaser also has an option to buy the remaining 10% held by oilman Wesley West for $386,520. Mr. West bought this 10% interest from Mr. Kempner several months ago for $150,000.

Taft to Continue

Mr. Taft, who is president of Lone Star, also has an agreement with the new owners to remain as operating head of the station with a two-year contract paying $100 a month plus $100 a day for the actual time put in at the helm of the station. His stock option is for 15,000 shares at $1 per share. Lone Star has 175,000 shares authorized, of which 135,000 have been issued.

The Whitney firm—a partnership headed by John Hay (Jock) Whitney—has various interests in oil, chemical and other companies. It also owns CBS-affiliated KOTV (TV) Tulsa, and community antenna systems in Wenatchee, Walla Walla and Richland, Wash.

Margolis Purchases KRAM, Seeks Additional Stations

EXPANSION in broadcast properties of David H. Margolis, realtor (Drake Motel Corp., Dayton, Ohio) and broadcaster (KCMJ Palm Springs, Calif.), was revealed in an application filed last week seeking FCC approval of the purchase of KRAM Las Vegas, Nev., for $120,000. Mr. Margolis told B•T that his group currently is negotiating for additional station properties in several other California markets and plans to expand station holdings throughout the West.

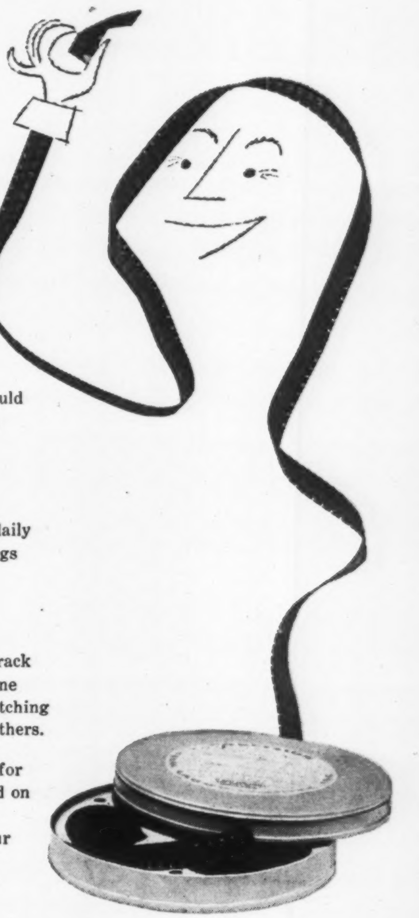
Boulder City Broadcasting Co., which proposes to sell KRAM, said it desired to sell the station (920 kc, 1 kw day, 500 w night) so that its principals could devote themselves to the construction and development of ch. 4 KAKJ (TV) Reno (sale of KAKJ to Tower Telecasting [KRAM interests] awaits FCC approval). Only a fortnight ago the FCC returned to Ettlinger Broadcasting Corp. an application for the already-occupied ch. 4 Reno facility [B•T, July 9]. The application was contingent upon vacation of the grant by permittee Robert C. Fisher.

Mr. Margolis said Larry Buskett has resigned as general manager of KCBQ San Diego, and will become executive vice president and general manager of KRAM and consultant to KCMJ as well (story, page 69). Robert D. Blashek, executive vice president of KCMJ, and Norman Lofthus, general manager, are associated with Mr. Margolis in the expansion plan.

The sale of WPLY Plymouth, Wis. (1420 kc, 500 w day), to Melton Maltz and Robert Wright, former employes of WKHM Jackson, Mich., was announced late last week by Allen Kander, station broker. The sale, which is subject to FCC approval, involved $44,000.

Hyland, Espy Seek New Am

THE holders of a construction permit for KAIR Tucson, Ariz., William John Hyland III and Dawkins Espy, will file an application with the FCC soon seeking another new am—this time in Bakersfield, Calif.—it was announced last week. Named Valley Broadcasting Co., the new applicant will request 1340 kc, 250 w unlimited. Messrs. Hyland and Espy are equal owners.



THIS
IS
JUST
THE
BEGINNING
OF
16 MM!

Talk was that other film sizes than 16mm could do better jobs in the industrial, educational and commercial fields.

Not while there is a film laboratory like Precision, bringing 16mm to the peak of perfection. In fact, we are demonstrating daily that 16mm can do more – and better – things in movies than have been done before.

Precision Film Laboratories developed unique equipment to realize the fullest potentialities in 16mm, such as the optical track printer; timing, fades, dissolves, scene-to-scene color corrections, invisible splices without notching originals; direct electric printing and many others.

No, 16mm is just beginning. Depend on it for your next film project and, of course, depend on Precision to do exactly the right job in bringing life and sparkle to the best of your production efforts.

you'll see

and hear

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision

Nationwide Conelrad Alert In Weeklong CD Exercises

FIRST daytime test of the Conelrad emergency broadcast system on a nationwide basis will be conducted at 4:10-25 p.m. (EDT) next Friday, highlighting the opening day of weeklong civil defense exercises. Only Conelrad-participating am stations will be permitted to operate during the quarter-hour test, with other am and all fm and tv stations remaining silent. Conelrad stations will operate on 640 kc and 1240 kc.

A government news control center will be set up within two hours flying distance of Washington. It will be available to all media, providing facilities for news contacts with any federal agency. Thirty-six government departments and agencies will send crews to emergency locations during the test, known as Operation Alert. FCC Comr. Robert E. Lee is defense commissioner with Comr. Robert T. Bartley as alternate. The FCC problems are expected to center around such matters as circuits out of commission and alternate routing for defense transmissions.

Broadcast and other media are publicizing the exercises in advance. The plan was developed by Federal Civil Defense Adm., Office of Defense Management and FCC, with FCC Chairman George C. McConnaughey notifying stations of the silent period and detailing operation plans.

The 4:10-4:25 p.m. time segment was selected to give Conelrad stations a chance to change over their transmitters between 4:00 and 4:10, with five minutes leeway at the conclusion to change back to normal operation. Non-participating am, fm and tv stations will be off the air only during the 15-minute Conelrad operating period.

Many types of programming are planned during the Conelrad operation. FCDA has made available a recording that includes announcements and band music. NBC is understood to be doing its own show. Many stations are working with local civil defense officials in local programming. Baltimore, for instance, will have a completely local program including high officials, according to FCDA.

FCC Returns Fisher Bid For KSLM-TV's Ch. 3

FINAL application pending before the FCC which seeks a tv channel already occupied was returned to the applicant by the Commission last week. Involved was C. H. Fisher's bid for Salem, Ore., ch. 3, which is presently occupied by KSLM-TV.

Two other applications for occupied channels were returned by the Commission two weeks ago [B•T, July 9]. Sarkes-Tarzian Inc. (WTTV [TV] Bloomington, Ind.) had sought Louisville, Ky., ch. 21, now occupied by WKLO-TV, and Ettlinger Broadcasting Corp. had filed for Reno, Nev., ch. 4, now held by KAKJ (TV).

Storer Broadcasting Co. has a bid pending FCC approval to purchase the Salem outlet. Storer also requested to move the station to Portland to replace its ch. 27 KPTV (TV) there. Earlier this month, however, Storer amended its application to modify the KSLM-TV permit to move the station's transmitter location to a point 12 miles south of Portland [B•T, July 2].

Ridgecrest, Calif., Gets 3 Of 7 Am Grants Made by FCC

AMONG seven new am construction permits awarded by the FCC last week, three were grants to the Mojave desert boomtown, Ridgecrest, Calif. Ridgecrest grants, the town's first, went to Indian Wells Radio, Ridgecrest-China Lake Broadcasters and Ian S. Lansdown. Still pending at FCC is application of John C. Cohan and John W. Mowbray, seeking 1400 kc, 250 w unlimited in Ridgecrest.

Indian Wells Radio was granted 1360 kc, 1 kw daytime. Sole owner Victor M. Farel is an engineer. Ridgecrest-China Lake Broadcasters was granted 990 kc, 1 kw daytime. Sole owner Harold C. Singleton is 52% owner of KTEL Walla Walla, Wash.; 9.9% owner of KGAL Lebanon, Ore.; 100% owner of KRTV Hillsboro, Ore.; 14% owner of KITI Chehalis, Wash., and holds a cp for a new am to operate in Coos Bay, Ore. Ian S. Lansdown was granted 1240 kc, 250 w unlimited.

The Ridgecrest outlets will serve a population of about 45,000. Located in Kern County, Ridgecrest's economic position is boosted by the presence of a 2,000-man naval ordnance rocket test station.

Other cps awarded last week were:

Bay City, Mich.—Water Wonderland Broadcasting Co., 1250 kc, 1 kw daytime. Principals are President Patrick J. Trahan (5.88%); Vice President S. Franklin Horowitz (19.61%); Secretary Ralph J. Isackson (3.92%), and Treasurer Reed T. Draper (7.48%).

Lakeview, Ore.—Pacific Northwest Radio, 1230 kc, 1 kw unlimited.. Principals are equal partners Lynn C. Thomas and A. E. Freeman, livestock ranchers.

South Williamsport, Pa.—Jefferson Broadcasting Co., 1450 kc, 250 w unlimited.

Camden, Tenn.—Camden Broadcasting Co., 1220 kc, 250 w daytime. Principals are owners of WKTM-AM-FM Mayfield, Tenn.

In the Land of the Braves

WISN RADIO

MILWAUKEE'S FIRST STATION . . . PRESENTS

SPORTS that SELL

Bob Forte

WISN SPORTS DIRECTOR

DAILY

4:00, 5:00, 6:00 P. M.

- **Former All-American**
- **Outstanding Green Bay Packers Star**
- **Highly-regarded Sports Authority**
- **Favorite Wisconsin Radio Personality**

Sports is a pretty basic radio commodity. So basic, it is frequently relegated to routine handling. The inevitable result is routine acceptance. In sports-mad Milwaukee, routine sports shows are a dime a dozen. It takes something outstanding to capture the fancy of the fans. Bob Forte does it like no other sportscaster. Truly one of Wisconsin's great athletes and sports personalities, his word on sports is gospel, his endorsement of products sure-fire. Forte's sports sell. Let them do it for you!

1150

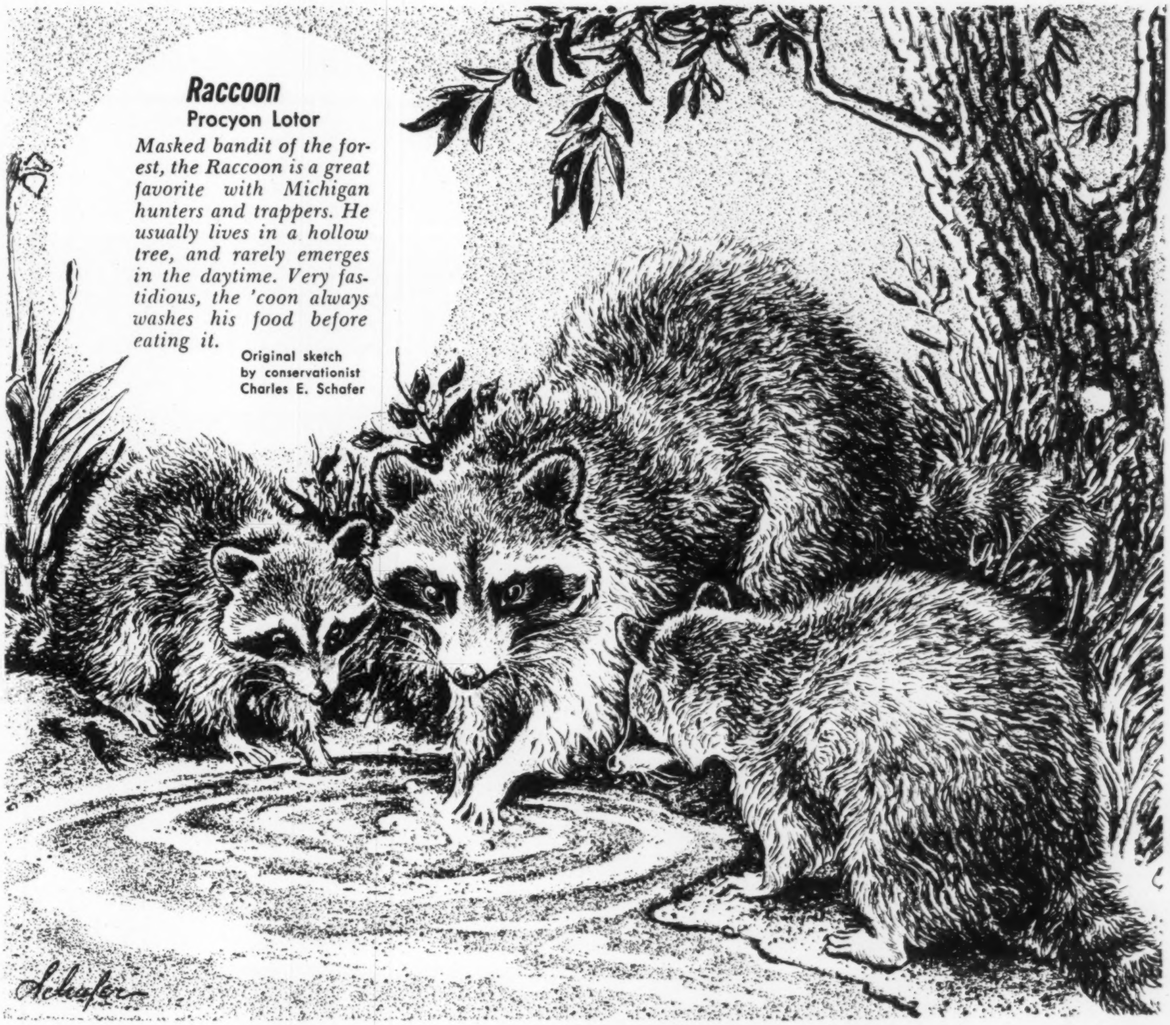
WISN

BASIC ABC Milwaukee AFFILIATE

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Raccoon

Procyon Lotor

Masked bandit of the forest, the Raccoon is a great favorite with Michigan hunters and trappers. He usually lives in a hollow tree, and rarely emerges in the daytime. Very fastidious, the 'coon always washes his food before eating it.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

You can bet your coonskin cap that the folks in the picture never "wonder where the yellow went," never buy cigarettes, beer, or anything else you advertise.

Look for the Raccoon when you visit the far-flung forests of Michigan. But when you look for sales, put your money where the people are—on WWJ, famed for complete news coverage, sparkling personalities, and programming that holds listeners, moves merchandise.

70 per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.

WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

Guild's Policies Questioned In Plea for FCC Hearing

CLARIFICATION of FCC policy with respect to station ownership by film syndication companies was called for last week by WFRV-TV Green Bay, Wis., which asked the Commission to set a hearing on the Guild Films Co. purchase of WMBV-TV Marinette, Wis. Guild is awaiting FCC approval of its $600,000 plus purchase from M & M Broadcasting Co. of the ch. 5 Marinette outlet and its sister station WMAM (570 kc) [B•T, June 11].

In protesting the transaction, WFRV-TV criticized the past operation of WMBV-TV, charging that M & M neglected the Marinette area in the avid pursuit to become known as a Green Bay station. Guild's application to buy out M & M was characterized by WFRV-TV as replete with "vagueness and generality" with respect to programming policy and area to be served.

The entry of film syndication firms into tv raises serious policy questions, WFRV-TV told the Commission. WFRV-TV asked whether a film company which owns a station in a certain area would make its product available to other stations in the same area. The station suggested that film company ownership of stations might be comparable to network ownership and require rule-making to prevnt restraint of competition.

In an answer to WFRV-TV's charges, M&M and Guild late last week told the FCC that WFRV-TV's arguments were "speculative" and "conjectural" and should be dismissed. M&M has always programmed in the public interest and Guild will continue that policy, the Commission was told. As to FCC policy on ownership of tv stations by film syndication firms, M&M and Guild said that if there is such a policy it is favoring such ownership because all the networks are in the film syndication business.

Small Business Committee Gets DBA Fight on Hours

THE Daytime Broadcasters Assn. has carried its fight to change the FCC rules regarding sunrise to sunset hours for daytime stations to the House Small Business Committee.

In a statement submitted to the House committee last week, Jack S. Younts, WEEB Southern Pines, N. C., DBA chairman, asked for help in persuading the FCC to change its rules to permit daytimers to operate from 5 a.m. to 7 p.m., or from local sunrise to local sunset, whichever is earlier or later.

Present daytime rules were established 30 years ago, Mr. Younts said. They benefit only "a handful of high power stations," he added. The daytimers situation has been before the FCC since 1947, Mr. Younts said, and the current request for a change in daytime rules since 1954.

DBA's request earlier this year was taken under consideration by the Senate Small Business Committee. Sen. John F. Kennedy (D-Mass.) was appointed chairman of a subcommittee to investigate this plaint but last month announced that hearings would not be held until the new Congress convenes in January. Other subcommittee members are Sens. Wayne Morse (D-Ore.) and Andrew Schoeppel (R-Kan.).

Opposition to the DBA petition has been filed with the FCC by Clear Channel Broadcasting Service and a number of individual clear channel and regional am stations.

Arguments Against Grant Of Channel to CBS Heard

CBS' "domination" in the broadcasting field should preclude that network from obtaining a final grant for ch. 11 in St. Louis, Mo., the FCC was told last week in oral argument for that channel. CBS was recommended for the grant in a September 1955 initial decision by FCC Hearing Examiner Thomas Donahue [B•T, Sept. 12, 1955].

Mr. Donahue proposed denial of three competing applications filed by 220 Television Inc., St. Louis Telecast Inc. (WEW), both St. Louis Mo., and Broadcast House Inc. (operator of former KSTM-TV St. Louis) of East St. Louis, Ill. A fourth applicant, St. Louis Amusement Co., refused to participate in the hearing as long as CBS was a party and was held in default.

CBS, as the proposed grantee, drew most of the fire during the oral argument, receiving attacks in turn from WEW, 220 Tv, Broadcast House and the FCC Broadcast Bureau. Besides the "bigness" charge, CBS also was criticized for its past programming record. The Broadcast Bureau attorney described the initial decision favoring CBS as "replete with error." He said the record of CBS shows a failure to stress the importance of local programming.

Defending the network and the examiners decision, the CBS attorney said that CBS program policy is no different from that of other networks, all which operate according to the rules of the Commission. An "attack on the networks" is in reality "an attack on the rules of the Commission," the attorney told the FCC.

30 YEARS AGO...we said:

LIKE A SOW with ONE PIG!
You'll think that your account is the only one we have!

Today, in our 30th year, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO
Our 30th Year

THE SCHOOL BELL AWARD

Presented to WBC

Parents and educators—more than twelve million of them—have recognized that Westinghouse Broadcasting Company rang the bell at last year's White House Conference on Education. WBC's part was to produce, and show on TV, four documentary films on the Conference . . . broadcast a one-hour dramatized radio documentary . . . give daily on-the-spot radio and television news coverage . . . and to create and broadcast local round-table discussions on the subject. For these activities, the National Education Association of United States has just presented a School Bell Award to WBC.

Citation:

"For distinguished service in the interpretation of education represented by comprehensive radio and television coverage of the White House Conference on Education held November 28-December 1, 1955."

WBC is proud to receive one of the first annual School Bell Awards—along with Look Magazine, the Columbia Broadcasting System and the Associated Press. We are particularly gratified that the N.E.A. School Bell Award so well affirms our belief that *Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support The Ad Council Campaigns

FCC Says Hearing Likely In Mid-Continent Miami Buy

HITTING what it called a "giveaway" pattern of stations owned by Mid-Continent Broadcasting Co., the FCC last week informed the company that a hearing may be necessary on its proposed $850,000 purchase of WQAM-AM-FM Miami from the *Miami Herald*-Knight interests [B•T, June 11].

Apparently spurred by the recent "treasure hunts" conducted by two Mid-Continent stations (WDGY Minneapolis and KOWH Omaha), both of which had people from near and far scurrying to locate $105,000 in hidden checks [B•T, June 18], the Commission said that the pattern of Mid-Continent operation indicates that the station-owner is "purchasing" the listening audience.

Alluding to the Minneapolis promotion, which saw another station there (WCCO) run a competing contest with a potential $250,000 in prizes to listeners, the FCC told Mid-Continent it appears that ". . . this pattern [give-away] of operation, with its apparent success, appears to be an inducement to other broadcasters to adopt similar methods; and that this pattern tends . . . to limit the ability of station licensees to provide the service they consider necessary to meet the tastes and needs of their communities and results in a deterioration in the quality of the service previously rendered to the public."

Possibility that failure to dispose of WQAM immediately might delay the commencement of WCKT (TV) Miami, on ch. 7 was belittled by FCC sources Friday. It was noted that in other such situations where duopoly was involved the Commission had been reasonable in permitting a station sale to be consummated —without holding up the new operation. The FCC's grant of ch. 7 to Biscayne Tv Corp. was conditioned on the disposal of one of the two am stations owned by principals in that vhf outlet. Biscayne is 42.5% owned each by the Cox and Knight newspaper-radio interests in Miami (WIOD and WQAM respectively) and 15% by Niles Trammell, former NBC president. On Friday, WCKT asked the FCC for special temporary authority to begin commercial programming July 29.

FCC Returns Poller Bids For Partial Pay Tv Plan

TWO BIDS which would have brought subscription tv to Milwaukee and Chicago have been returned by the FCC as not acceptable for filing. In sending the applications back to Lou Poller, owner of now dark ch. 25 WCAN-TV Milwaukee, the Commission pointed out that pay tv has not yet been authorized. Mr. Poller asked the FCC to waive its rules and allow him to operate WCAN-TV on a parttime pay-as-you-see basis [B•T, June 18]; he also filed an application to purchase ch. 44 WOPT (TV) Chicago, contingent on FCC authorization of parttime pay-tv operation on that station, too [B•T, July 2]. Both proposals envisioned 25% paid programming, 75% normal operation.

FCC Calls for Comments On Four Shift Proposals

FOLLOWING up its action on pending rule-making petitions [AT DEADLINE, July 9], the FCC last week called for comments by Aug. 15 on the following tv proposals: (1) designate ch. 5 Lubbock, Tex., as educational instead of ch. 20; (2) reserve ch. 12 instead of ch. 18 for educational use at Lincoln, Neb.; (3) substitute ch. 49 for ch. 11 for educational use in Lexington, Tenn., placing ch. 11 in St. Joseph, Tenn., for commercial use; (4) assign ch. 5 plus to Glendive, Mont., and delete ch. 6 minus from Pierre, S. D., and assign it to Reliance, S. D.

Meanwhile, ch. 17 KGTV (TV) Des Moines asked the FCC to take immediate action in shifting educational ch. 11 at Des Moines to the uhf band, making ch. 11 available for commercial use. KGTV pointed out that the FCC called for comments on the Des Moines shift over a year ago (June 2, 1955) and that the final comment was filed last July. KGTV said the proceeding "has long been ripe for decision."

Candidates May Fade

THERE may be fewer political candidates on television this campaign year. That inference was left when the high cost of political campaigning was injected into the hearings on network "domination" being held by the House Antitrust Committee.

Congressional candidates are limited to about $4,500 for campaign expenses, explained Rep. Hugh Scott (R-Pa.). Tv time charges have gone up from about $350 to $700 for 15 minutes, he said, and that coupled with production costs makes a 15-minute tv appearance cost the candidate about $900. "If that trend keeps up," Mr. Scott said, "I can't see how a candidate can continue to use television."

This sparked a discussion of network practices involving the equal time provisions of the Communications Act for political candidates (Sec. 315). Mr. Scott and Rep. Emanuel Celler (D-N.Y.), chairman of the committee, and Rep. Kenneth B. Keating (R-N. Y.), all agreed that Sec. 315 was being too rigidly enforced. This results in keeping many candidates off the air, they declared.

Hudson Valley Co. Applies For Vail Mills Channel 10

APPLICATION seeking Vail Mills, N. Y., ch. 10 was filed at the FCC last week by Hudson Valley Broadcasting Co. (WROW, WCDA [TV] Albany, N. Y.), despite the Commission's proposed rule-making to delete that outlet [B•T, July 2]. Hudson Valley's application calls for 316 kw visual, with an antenna 1,000 ft. above average terrain. Construction cost was estimated at $1,700,000, first year operating cost at $1,690,010. Hudson Valley also owns WCDB (TV) Hagaman, N. Y., which operates as a satellite of WCDA. Hudson Valley is owned by Lowell Thomas, CBS commentator; Frank Smith, Mr. Thomas' business manager, and others.

FCC allocated ch. 10 as a drop-in to the Albany area last year [B•T, Nov. 14, 1955]. The assignment was stayed, however, when ch. 35 WTRI (TV) Albany and ch. 19 WMGT (TV) Pittsfield, Mass., appealed this decision. Last week the appellate court ruled that the FCC was within its rights in assigning this vhf channel to Vail Mills. It held that this case was similar to the situations presented in the deintermixture cases [B•T, June 11]. Circuit Judges Edgerton and Bazelon dissented.

Community Tv Made Subject To Non-Interference Rules

RESTRICTIONS on community antenna television system—so they do not interfere with tv or other broadcast reception—were made final last week by the FCC with the adoption of new radiation limits as an addition to Part 15 of its rules.

CATV systems were given to December 1959 to comply with the new radiation restrictions. The new rules follow proposals issued in April 1954 which suggested that radiation be limited to 10 microvolts per meter at 10 ft. from the CATV lines. Last week's regulations were formulated after comments were received from Radio-Electronics-Television Manufacturers Assn. and National Community Television Assn.

New in the Commission's report is a separate, more liberal radiation limit for sparsely inhabited areas. This was defined as an area where tv signals are not in fact being received within 1,000 ft. of any part of the community tv system.

Based on frequencies being received and transmitted, radiation is limited to 15 uv/m at 100 ft.. for frequencies below 54 mc; to 20 uv/m at 10 ft. for 54-132 mc (chs. 2-13 plus fm and other services); to 50 uv/m at 10 ft.. for 132-216 (ch. 7-13 and other services), and to 15 uv/m at 100 ft. for frequencies above 216 mc. In sparsely inhabited areas, the limitation is the same for frequencies below 54 mc and above 216 mc, but is limited to 400 uv/m for 54-132 mc, and to 1,000 uv/m for 132-216 mc.

The FCC also said that objections to these limitations on radiations from Theodore Haeffner, "G"-line interest holder, were provided for in the liberalized limits established for sparsely inhabited areas. The "G" line is a development which permits high frequency signals to travel along the outside of an open wire without major attenuation or distortion from the elements.

Joe Julian Loses Libel Suit Against 'Red Channels' Book

NEW YORK Court of Appeals in Albany last week turned down an appeal by radio-tv actor Joe Julian, who had sought $150,000 in libel damages from American Business Consultants Inc., publisher of *Red Channels.* Mr. Julian had charged that the publication had characterized him as a Communist "sympathizer, dupe, tool or sucker," and had impaired his ability to find work in the radio-tv industry.

The state's highest court rejected the appeal by a 5-2 vote. The majority opinion held that the listening and viewing public "has a right to know if the public or the people seeking their patronage in a public field are being victimized." It asserted that "unless the person is falsely accused of wrong-doing, he or she must accept the criticism or comment," and added:

"To characterize the plaintiff's [Mr. Julian's] political activities at Communist-front meetings as an impediment to employment in radio and television is not to determine his professional fitness for employment; it is mere opinion."

Senate Okays Hansen Appt.

SENATE unanimously confirmed last week Victor R. Hansen, California Superior Court Judge, to be Asst. Attorney General in charge of the Dept. of Justice's antitrust division. Mr. Hansen succeeds Stanley N. Barnes, named to the ninth circuit court of appeals.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"JAILBREAK"

Just One Story—But it needed (and got) six-sided coverage

Case History No. 22

Almost 300 miles southeast of Odessa, Texas, John Wilson was on his pre-dawn news beat for KONO, San Antonio. He was making a routine check with police when he picked up an alert.

Wilson quickly telephoned The Associated Press at Dallas:

"State Police say there's been a major jailbreak from Ector County Jail at Odessa. Six prisoners escaped. Some armed and dangerous."

Even as preliminary details began moving over AP news circuits, the first of five additional points began feeding details to the Dallas AP bureau.

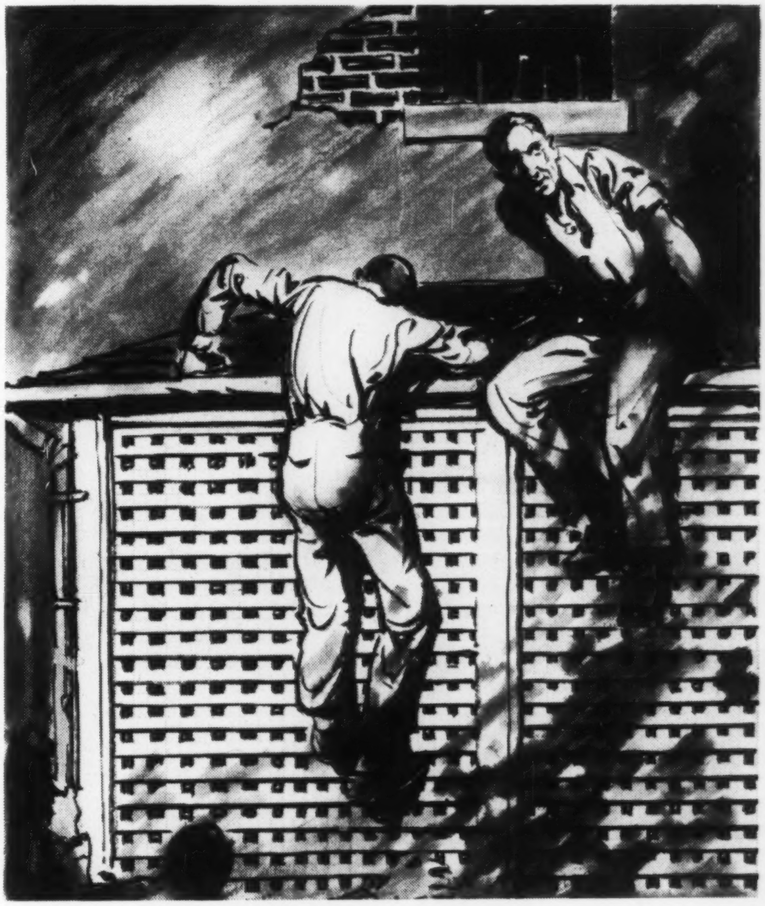
From 310 miles east of Odessa, Goodson McKee, WACO, Waco, was on the phone with additional news of the bold escape.

Closer to the scene, J. N. Young, Jr., KBST, Big Spring, called AP with important vivid details: bloodhounds being dispatched to Odessa by Big Spring sheriff—five trusties overcome and bound—names of the six escapees. Then—as he talked—came word that one of the six had been captured.

At Odessa, newsman Paul Singer, KOSA-TV, was on the scene. A frightened prisoner told about hacksaw blades being smuggled into the jail, of threats on the lives of trusties, of the secret sawing of jail bars, and escape down lattice work on the wall.

George Murray of KECK, Odessa, rounded up quotes from authorities, descriptions of the fugitives, charges against them.

In early afternoon the ringleader was captured at an Odessa residence. Shortly thereafter a motorist was held up, bound, and his car stolen by two more of the prisoners.



Sixty-five miles northwest of the jailbreak, two more fugitives were captured. Hal Fees, KPET, Lamesa, told AP how they had been taken after a 90-mile per hour auto chase.

The fast coverage by six radio news men, spread over an area 400 miles in diameter, continued until the final capture.

It was an important, fast developing story. AP member stations throughout Texas and elsewhere had the story first and in exclusive detail for many hours. But no one was surprised at this dragnet news operation. AP radio and TV members cooperate to make such news coverage possible—even routine.

Wilson, McKee, Young, Singer, Murray, and Fees are six among thousands who make AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y
AP

THE **CALIF.-ORE. TV TRIO**

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 2, 3 & 5.

*KOTI-TV
Klamath Falls
Channel 2
About Aug. 12
Portland
300 Mi.
PACIFIC OCEAN
OREGON
KBES-TV Medford
Channel 5
KIEM Eureka
Channel 3
CALIFORNIA
San Francisco
300 Mi.

the *Smullin* TV Stations

KOTI CHANNEL **2** Klamath Falls, Ore.

KIEM CHANNEL **3** Eureka, Calif.

KBES CHANNEL **5** Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

three markets-one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TRIO call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

Pittsburgh Tv Applicant Asks Interim Station Grant

PETITION seeking a declaratory ruling favoring interim trusteeship to permit commencement of a tv station on ch. 4 in Pittsburgh before the facility has been granted was filed at the FCC last week by Matta Enterprises, one of five applicants in the proceeding. Matta said it believes an agreement can be reached among the applicants to share the expenses of putting ch. 4 on the air, giving Pittsburgh a much-needed station.

Applicants for the Pittsburgh channel are Television City Inc. (KQV), WCAE Inc., Matta Enterprises (WLOA Braddock, Pa.), Wespen Television Inc., and Irwin Community Television Co. A hearing examiner's initial decision, released April 23, favored Tv City for the grant, but the death of Tv City's leading principal, Irwin D. Wolf, and the petitions to revise the record respecting the character qualifications of several other major principals will require more procedural steps of exceptions and oral arguments—all of which mean further substantial delays before a final grant in the case, said Matta. The ch. 4 case began early in 1954. At one time there was talk of a merger among the five applicants.

Pittsburgh's present tv stations are ch. 2 KDKA-TV, non-commercial ch. 13 WQED (TV), and ch. 16 WENS (TV). Grant of Pittsburgh ch. 11 to WWSW Inc. has been made by the Commission but construction of this outlet has been stayed pending protest hearing.

In last week's petition, Matta pointed to the ch. 12 Shreveport case, in which the three applicants were allowed to operate an interim trusteeship station. The station operated 1½ years before a final grant was issued to Shreveport Television Co., which operates today as KSLA-TV.

Examiner Recommends Order To Stop EAO-TV Boosters

AN FCC hearing examiner recommended last week that the FCC order EAO-TV of Entiat, Wash., to cease operation of its unlicensed booster stations. In an initial decision, Examiner Hugh B. Hutchison found that the booster operations were causing interference to direct reception of authorized tv stations, bringing the boosters within the prohibitions of the Communications Act. He recommended that the FCC order EAO-TV and its members to cease and desist such operation without having first obtained an FCC license; from conducting the booster operations without a person licensed by the FCC, and from rebroadcasting tv signals without having first obtained permission to do so from the originating stations. EAO-TV has been rebroadcasting the programs of ch. 4 KXLY-TV, ch. 6 KH&-TV and ch. 2 KREM-TV all Spokane.

FCC Aims Sights on Use Of New Bingo-Type Program

THE FCC has hoisted warning flags against a new type of bingo game on the air. This one is called "Ringo," and is a variation of bingo, according to information acquired by the FCC.

The Commission sent letters to 70 radio stations asking for information on Ringo, it was learned last week. The FCC asked for the format of the program, how long the program had been carried and the method by which the winner was chosen. It asked for a reply by the end of this month.

Attached to the letter was a copy of the Commission's ruling on the Play Marko case. The FCC held last May that Play Marko, also a bingo type program, was a lottery. This verdict has been appealed by the Caples Co., Chicago advertising agency and promoter of the program, to the U. S. Court of Appeals in Washington [B•T, July 2].

The Ringo program, it was understood, was being promoted by Azreal Advertising Agency, Baltimore, Md. The FCC secured a list of stations carrying this program, it was understood, when the recipient of one of the Baltimore agency's promotion pieces sent it to the FCC. The brochure listed stations carrying the program. It also claimed that the program did not violate the lottery laws, it was understood.

One station, it was learned, carried the program three months last year. It dropped Ringo of its own accord.

'Candidate' Daly to File Suit Seeking Equal Time

A SUIT seeking equal time from the radio-tv networks for political talks will be filed in Chicago District Court early this week by Lar (America First) Daly, who claims to be a candidate for the Republican presidential nomination. Mr. Daly said he will ask for free time to answer all of President Eisenhower's radio-tv talks, including public service messages, and claims he has been denied network facilities on two different occasions.

Basis of the suit will be FCC's political broadcast primer, issued in 1954, he said. Brief will be filed in Federal District Court for the Seventh District.

Democrats Name Quenstedt For Va. Congressional Seat

WARREN D. QUENSTEDT, communications lawyer with the firm of Segal, Smith & Hennessy, Washington, has been nominated by the Democratic Party for Virginia's 10th district Congressional seat. Mr. Quenstedt defeated two opponents in the July 10 primary and will be opposed by incumbent Joel T. Broyhill (R-Va.) in the November general election.

Before joining Segal, Smith & Hennessey, the 44-year-old Mr. Quenstedt was with the Broadcast Bureau and served in the general counsel's office of the FCC.

FCC's Flint Plea Denied

THE U. S. Court of Appeals last week turned down an FCC request asking that it be permitted to take into account all changes in the Flint, Mich., ch. 12 case (WJRT [TV]) rather than only those involving the grantee. Earlier, the court also denied a request by WJRT for a reargument before the court *en banc*. The court last May ruled that a rehearing was necessary because WJRT proposed to move its transmitter to a new site after receiving the grant [B•T, May 28]. Appellants were WFDF Flint and W. S. Butterfield Theatres Inc., the unsuccessful applicants. The FCC said changes had occurred in those applications also.

Would Replace 'Courier'

THE U. S. Information Agency last week asked the Senate Appropriations Committee to include $2 million in a supplemental appropriations bill to build a land-based broadcasting facility in the Near East. Construction would take about 2½ years and the facility would replace the Voice of America's vessel *Courier*, which presently beams to Arab areas.

Jeno Paulucci, President of Chun King Sales, Inc., says

"You're looking at a million-dollar menu!"

"Only two years ago, we started freezing our Chinese food and selling it around Minnesota.

"Now, we've sold millions of dollars' worth throughout the U.S.A.—captured half of a $25,000,000 market—all with food prepared in our one plant in Duluth!

"Food brokers and buyers receive our Chow Mein, Egg Rolls or whole Cantonese dinners anywhere in the 48 states—within a few hours!

"How do we do it? We pack these new delicacies in dry ice and rush them Air Express! With Air Express, they travel fast and sure, taking hours instead of days for delivery.

"Air Express never fails us. In fact, it's opening up the whole country as our regular market.

"And yet, most of our shipments cost less than any other air service. 15 lbs., for instance, Duluth to St. Louis, is $4.67. It's the lowest-priced complete air service by $2.98!"

Air Express

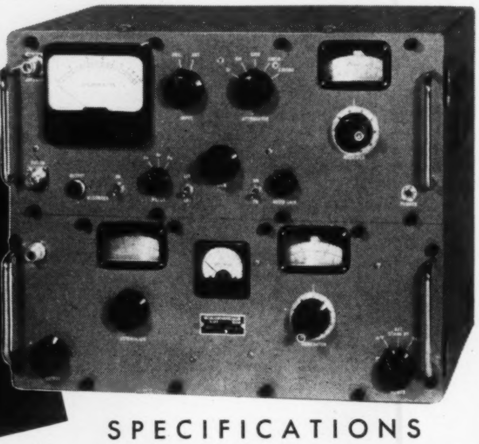
GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS ... *division of* **RAILWAY EXPRESS AGENCY**

Summer Audiences
step your way
when you
program
the
"best music in America"

THE SESAC TRANSCRIBED LIBRARY
The Coliseum Tower
New York 19, N. Y.
celebrating our 25th Anniversary

107-A
TEST SET
and
FIELD
INTENSITY
METER



SPECIFICATIONS

RECEIVER
- Input Impedance ....51 ohms
- I.F. Frequency ....21.4 MC
- I.F. Bandwidth ....300 KC
- Sensitivity at input term. as a voltmeter..1.0 uv
  Field Strength at 54 MC........1.6 uv/m
  Field Strength at 240 MC........6.5 uv/m
- Max. input using external pad supplied..10.0 V
  Field Strength at 54 MC........16.0 V/M
  Field Strength at 240 MC........65.0 V/M
- Output Indicator ....Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR
- Output ....1.0 uv to 0.1 V
- Output Impedance ....51 ohms

POWER REQUIREMENTS
- 117 volt a-c, 50-400 cycle........60 watts—or
- 6 volt, d-c ....8 amperes

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

NEMS CLARKE
Incorporated
919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND
For further information write Dept. P-1

FCC Denies Request to Stay Triangle New Haven Purchase

THE FCC last week turned down a request by WHP-TV Harrisburg, Pa., asking the Commission to stay its approval to the $5.4 million purchase of WNHC-AM-FM-TV New Haven, Conn., by Triangle Publications Inc. The FCC approved the transfer last month [B•T, June 25] and WHP-TV asked that the grant be stayed pending results of the hearing involving Triangle's purchase of WLBR-TV Lebanon, Pa. WHP-TV is protesting the WLBR-TV purchase as is WTPA (TV) and WCMB-TV, both Harrisburg, and WHUM-TV Reading, Pa.

However, the Commission has advised Triangle (*Philadelphia Inquirer*-WFIL-AM-FM-TV) that its approval of its New Haven acquisitions is without prejudice to any action it may take as a result of the outcome of anti-trust indictments returned against "certain Philadelphia broadcast stations." WFIL was named with nine other stations on charges of illegal rate fixing [B•T, July 2].

Third Applicant Files For Translator Service

THIRD application seeking the newly-authorized tv translator service was filed at the FCC last week by Mt. Grant Television Booster Service. Mt. Grant filed for approval of a ch. 70 service at Hawthorne-Babbitt, Nev., to rebroadcast programs of ch. 4 KRON-TV San Francisco. Applications seeking services in Bishop, Calif., to rebroadcast ch. 2 KNXT (TV) Los Angeles and ch. 4 KRCA-TV Los Angeles were filed two weeks ago by James R. Oliver, operator of KIBS Bishop, Calif. [B•T, July 9].

Mt. Grant's transmitter output is 10 w. Construction cost was estimated at $4,000, first year operating cost at $750.

MILESTONES

► WALTER B. HAASE, general manager of WDRC Hartford, Conn., celebrated his 32nd anniversary with the station in July.

► SPORTSCASTER TOM MANNING was honored by KYW Cleveland and the Chamber of Commerce for his 30 years of sportscasting. Festivities included special tributes: a testimonial luncheon June 29, a special radio show June 28 featuring Bob Hope, and presentation of an honorary plaque by *Sport* magazine. Mayor Celebrezze of Cleveland proclaimed June 29 as Tom Manning Day.

► SULLIVAN, STAUFFER, COLWELL & BAYLES, N. Y., has celebrated its 10th anniversary.

► PAUL D. BEZAZIAN, partner in Burton Browne Adv., has celebrated his 15th year with the agency, which handles electronic accounts with offices in New York and Los Angeles.

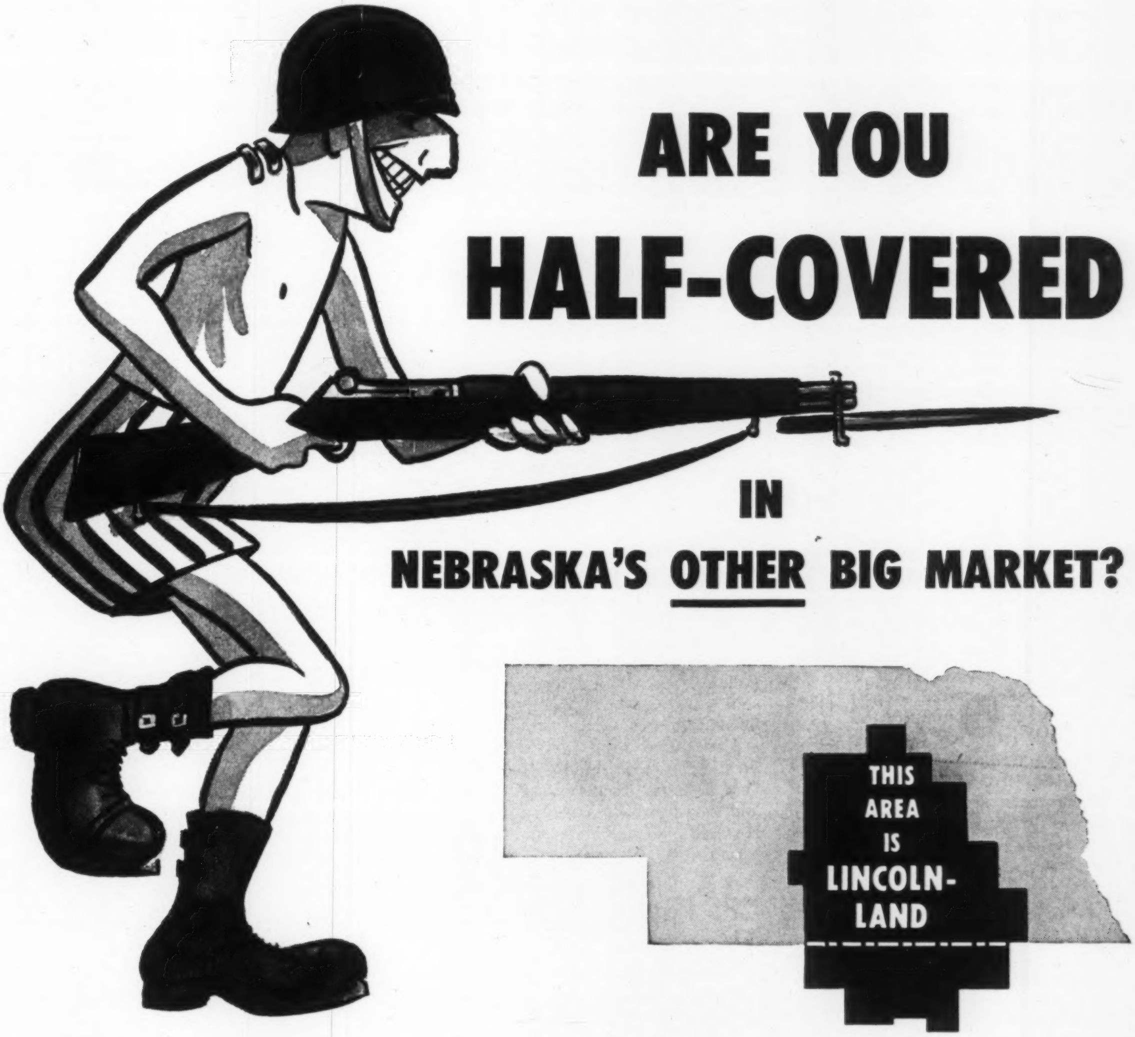
► VIC KNIGHT, music director of WXLW Indianapolis, has begun seventh year with station.

► ANDREW G. HUBBELL has celebrated his 10th anniversary as general sales manager of WNBF-AM-TV Binghamton, N. Y.,

► PLAYHOUSE PICTURES of Hollywood has marked its fifth anniversary.

► WISH-TV Indianapolis has celebrated its second year.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 100 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV covers Lincoln-Land — a rich 42-county area, 95.5% OF WHICH IS OUTSIDE OMAHA'S GRADE "B" COVERAGE!

Lincoln-Land has over 200,000 families — *125,000 of them unduplicated by any Omaha TV station!* Actually, Lincoln-Land is as independent of Omaha as Hartford is of Providence . . . or South Bend is of Fort Wayne.

Latest Telepulse credits KOLN-TV with 194.4% more nighttime viewers than the next station — 138.1% more afternoon viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

SHIFTING TREND BRINGS WBC-NBC SPLIT

That is the reason given by Westinghouse executives for dropping network daytime programming from four of its stations. Not affected is KEX Portland, which carries programs of the ABC Network.

TOP OFFICIALS of Westinghouse Broadcasting Co. emphasized last week that it was a shifting trend in radio programming—particularly in the daytime—that basically moved WBC to originate locally all of the daytime Monday-Friday programs on four of its radio stations starting today (Monday) [CLOSED CIRCUIT, July 9].

Affected by the decision announced Wednesday were NBC Radio affiliates WBZ-WBZA Boston-Springfield, Mass.; KYW Cleveland; WOWO, Fort Wayne and KDKA Pittsburgh. WBC's fifth radio outlet is KEX Portland, Ore., which carries ABC radio programs.

In support of this contention, Westinghouse executives point to research they have conducted over the past several months that charted a sharp drop in the listening audience, beginning with the stations' pickup of the network program service. It was understood that negotiations between Westinghouse and NBC failed to bring about a renewal of contracts when the present ones expired. Westinghouse thus had no contractual commitments.

The Westinghouse action had long been anticipated. NBC's *Weekday* radio service, in particular, was under fire from Westinghouse. This programming has been abandoned by the network. Effective July 27, a new format to include dramas, daytime series and music is to take its place. A secondary factor, according to Westinghouse, was the "network pricing" and station compensation. Donald H. McGannon, president of WBC, explained that the "serious audience situation, coupled with the underpricing of radio and station compensation, has precipitated this decision."

Audience Trend Cited

Mr. McGannon noted in his statement that the "downward trend in audience during network time periods" had been in review for the past 16 months by Westinghouse and NBC, contrasting with the dropping trend of network audiences with the "upward trend in local time periods," he noted.

Other developments on the split:

- In all probability, Westinghouse's radio outlets, which still are fed NBC Radio service about three hours nightly, will move even further to local emphasis. Speculation was high that NBC Radio soon might cast elsewhere in the Westinghouse markets for new radio affiliates. No confirmation nor comment, however, could be obtained from NBC executives as of late Thursday.
- Westinghouse's future expansion of local programming on its stations was revealed to B•T. In the main, the programming will include an exclusive Washington news correspondent who will report the news of the Nation's Capital to each of the stations in terms of its effects on listeners; a group of "radio columnists" reporting on cultural, theatrical, literary, and film topics; an enlarged schedule of news documentaries emphasizing local issues and problems and news forums and increased emphasis on locally-originated live religious shows. Music, hourly news and weather reports and the "immediacy" of local news coverage complete the personal and local "image" of each of the stations.
- WBC, in dramatizing its change to home-originations in radio, flew a group of leading performers from each of the four stations to New York Thursday as guests of Mr. McGannon at a special reception and party. Record manufacturers and newsmen were invited to meet with the radio stars. Before the party, the top local radio disc jockey personalities met at WBC's headquarters with Richard Peck, vice president in charge of programming, for a review of plans for the stations' expanded local format.

In his announcement Wednesday, Mr. McGannon declared: "Radio is a more vigorous medium than ever, particularly in the new, more local, even more personal form it has taken. We feel that we can best serve our stations' listeners and advertisers by providing a more intensified 'home town' radio service, programmed at the local level and geared to the needs and expressed wishes of our public. And we feel that we will put our operation on a more productive basis if we localize it."

NBC, according to Mr. McGannon, had under option large blocks of time which, therefore was not available for sale locally on the stations. And, he asserted: "The almost minimal income received by the stations from the network was not in proportion to the time devoted to network programming." Network pricing policies, he declared, tended to divert national spot sales revenue from the stations—revenue, he underscored, that a station needs to exist.

Concluded Mr. McGannon: Research at Westinghouse revealed that the listening public "has come to regard radio" over the past year and a half as a "personal, companion medium". He cited audience preferences for stations which accent local personalities, music and news.

CBS Radio Affiliates Elect Three to Board of Directors

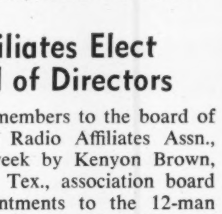
ELECTION of three members to the board of directors of the CBS Radio Affiliates Assn., was announced last week by Kenyon Brown, KWFT Wichita Falls, Tex., association board chairman. The appointments to the 12-man board become effective Sept. 10, with new members to serve for three years.

New members are Robert Tincher, WNAX Yankton, S. D., replacing Hugh Terry, KLZ Denver (Dis. 7); J. C. Kellman, KTBC Austin, Tex., succeeding Mr. Brown (Dis. 8), and H. J. Chandler, KFLW Klamath Falls, Ore., replacing Saul Haas, KIRO Seattle (Dis. 9). The annual elections for directors-at-large will be held during CBS Radio Affiliates Assn.'s meeting in New York, Sept. 10-11.

King Promoted at Mutual

CHARLES KING, MBS eastern station relations representative, last week was named station relations director, a post vacant for the past three months following the appointment of Robert W. Carpenter to vice president in charge of station relations.

Before joining Mutual in January 1954, Mr. King was general manager of WKAL Rome, N. Y., and with WAYS Charlotte, N. C.



MR. KING

Rockefeller Attraction

VISITORS on NBC's guided tour of the network's facilites in Rockefeller Center, New York, are being shown a new point of interest—an exhibit explaining how RCA's compatible color television system works. The exhibit, produced by Bertell Inc., New York designers, under the supervision of William S. Hedges, NBC vice president in charge of integrated services, consists of nine illustrations. The illuminated display shows, step by step, how an image is transmitted from the studio to the tv set.

Allen Scores Against Sullivan With Elvis Presley's Help

APPEARANCE of Elvis Presley on Steve Allen's July 1 telecast not only attracted many viewers away from the opposing Ed Sullivan program [B•T, July 9] but made that show the most talked about one on record. During the week ending July 7, interviewers for Sindlinger & Co. found that 38,191,000 people, or 31.5% of the U. S. adult population, were "talking about" the previous Sunday's Allen program, highest "talked about" rating registered by any program in the 54 weeks the question has been asked.

Without Mr. Presley, Steve Allen's following fell off the next Sunday (July 8). Trendex on Monday reported that the Allen show had been rated at 14.7, while the Sullivan program got a 20.8. These figures substantiated the advance Sindlinger prediction that Allen would rate 15.0 to Sullivan's 21.1 [AT DEADLINE, July 9].

NBC African Stringer Killed

THE BODY of Jack Yowell, 36, NBC stringer in Africa, was found July 6 near a pier at Bukama, a port on the Congo River in the southern part of the Belgian Congo. The canoe in which Mr. Yowell was making an exploratory trip down the Congo River had overturned six days earlier. Burial services for Mr. Yowell were held in Bukama July 6.

KDIX-TV to Be CBS Affiliate

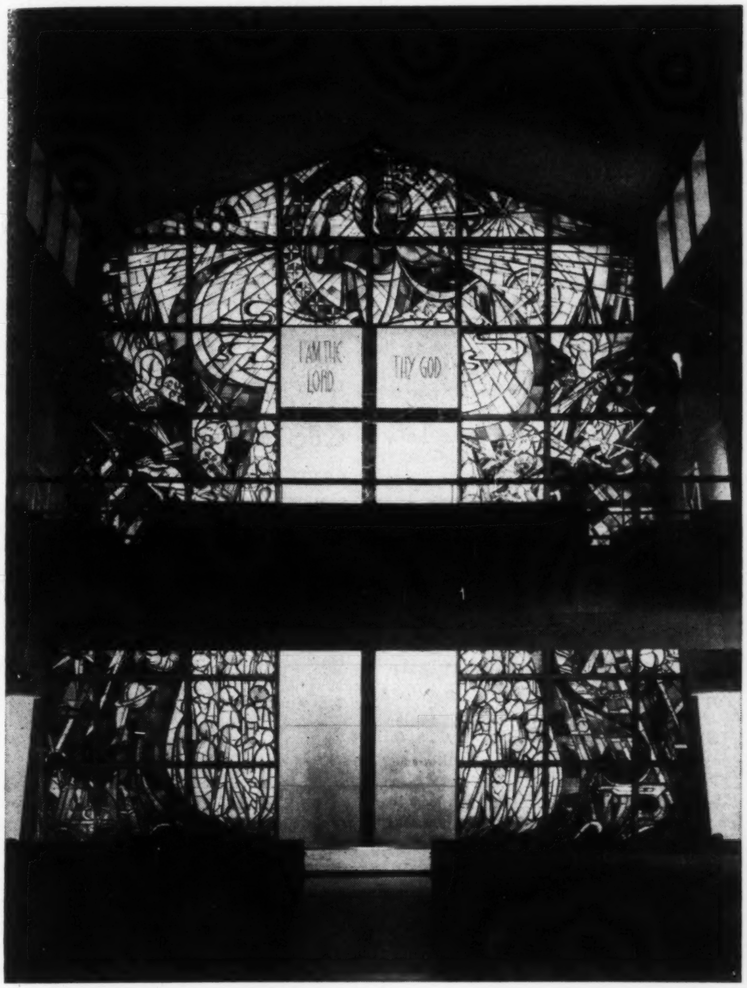
KDIX-TV Dickinson, N. D. (ch. 2), will go on the air on or about Oct. 1 as a CBS-TV affiliate under the network's Extended Market Plan, Herbert V. Akerberg, vice president in charge of station relations, announced last week. KDIX-TV is owned and operated by the Dickinson Radio Assn., P. O. Box 1152, Dickinson, N. D.

Also announced was the joining last Monday of KBAK-TV Bakersfield (ch. 29) as a secondary interconnected CBS-TV affiliate. Effective next Jan. 9, the station will become a primary CBS-TV affiliate, replacing KERO-TV Bakersfield. KBAK-TV is owned and operated by the Bakersfield Broadcasting Co.

WAIM-TV Now ABC Affiliate

AFFILIATION of WAIM-TV (ch. 40) Anderson, S. C., with ABC-TV effective yesterday (Sunday) was announced jointly last week by Glenn Warnock, WAIM-TV general manager, and Alfred Beckman, ABC-TV station relations director. WAIM-TV, owned and operated by the Anderson *Independent & Mail,* heretofore was a CBS-TV affiliate.

Only STEEL can do so many jobs so well



The Day Of Judgment is depicted by this magnificent stained glass window in St. Gertrude's Church, Franklin, Illinois. This breath-taking window was designed and made in the United States, and its weight is supported by a network of slim USS steel mullions – further evidence of the versatility of steel, which serves industry, farm, home and church in so many ways so well.

Perfect Sun And Light Control. Designed to stay up all year, this awning can be rolled down to any level for sun protection or rolled up against the house to admit light on cloudy days. These roll-up awnings are made from tough USS Galvanized Steel for sturdiness and long wear. In laboratory tests, the awning was raised and lowered over 20,000 times without failure.

2 Million Volts will be generated in this all-steel transformer tank. It is part of an x-ray machine used for industrial inspection. USS steel plates and sheets were used for the important parts.

MANUFACTURED FROM
USS
TRADE MARK
STEEL
UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Advertisement

From where I sit *by* Joe Marsh

Confused "Sit"-uation

Been meaning all week to tell you about Curley Lawson's "baby-sitting" experience.

His Mrs. left him in charge, about seven p.m., with instructions not to let the children come downstairs. So Curley read his paper and whenever he heard footsteps on the staircase he ordered the culprit back to bed. Happened three or four times.

Little while later, Mrs. Miller from next door came over to inquire if Curley had seen her Sonny. "Here I am, Mom" came a voice from upstairs, "But Mr. Lawson won't let me go home."

From where I sit, jumping to conclusions like Curley did, doesn't always make for an amusing story. I'm reminded of the people who—without due consideration—have concluded that I'm wrong to like an occasional glass of beer. Well, to my way of thinking, that's not only intolerant . . . but, what's more, "minding" the other fellow's business is not the American way.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

To Survey Political Trends

NBC now has a four-man team of news analysts visiting each state in the country before the August nominating conventions in an effort to learn regional political trends from government and political officials and newsmen. The team consists of Merrill Mueller, Ray Scherer, Richard Harkness and Robert McCormick.

WAFB Adds ABC

AFFILIATION of WAFB Baton Rouge, La., with ABC Radio, effective Aug. 1, was announced jointly last week by Tom E. Gibbons, WAFB president and general manager, and Edward DeGray, ABC director of station relations. The station (1460 kc, 5 kw D and 1 kw N) is owned and operated by the Modern Broadcasting Co., Baton Rouge. It also will continue to be an MBS affiliate. Baton Rouge's present ABC outlet, WLCS (Air Waves Inc.), will revert to an independent station next month.

CBS Radio Promotes Two

FRED NASSIF, CBS Radio spot sales representative for WCBS New York, and James I. Moore, merchandising manager for the Galen Drake CBS network programs, last week were named CBS Radio spot sales account executives.

NETWORK PEOPLE

David Yanow, account executive, CBS Radio Spot Sales, transferred to CBS Radio Sales in similar capacity.

William N. Robson, radio writer-director, named Hollywood producer of *CBS Radio Workshop* succeeding **Antony Ellis,** now concentrating on other CBS assignments and motion picture work. **Jack Daley,** production coordinator of network's *Amos 'n' Andy Music Hall,* to script editor, CBS Radio network programs, Hollywood.

Geoffrey Barr, assistant to Broadway producer Cheryl Crawford, to CBS-TV business affairs, N. Y., as business manager of story department.

John Frankenheimer, Ralph Nelson and **Arthur Penn** to staff of directors assigned to CBS-TV's forthcoming *Playhouse 90* series.

Hugo A. Seiler, assistant manager of International News Service's Television Div., N. Y., to NBC-TV as commercial producer assigned to *Tonight* show (Mon.-Fri.).

Thomas F. O'Neil, board chairman of RKO Teleradio Pictures and MBS, named national chairman of fund raising committee for Pius XII Library, to be erected at St. Louis U., which will contain microfilm reproduction of Vatican manuscript collection.

William L. Thompson, NBC Radio account executive and former B•T Chicago manager, named lieutenant governor of Civitan International's Great Lakes District. He was succeeded as president of Chicago Civitan Club by **Howard Baugher,** art department manager of Ruthrauff & Ryan Inc.

Hugh McDonald, business and production manager, ABC advertising and promotion department, N. Y., father of boy, Austin, July 7.

Ellis Moore, director of the NBC press department, father of boy, John Francis, July 9.

Don Richardson, public relations director, ABC-TV's *Ozark Jubilee,* father of boy June 19 in Springfield, Mo.

3 ears are better than 2
MEALS
DISH WASHER
BUILT-IN BABY SITTER
FLOOR WAXER
CLOTHES WASHER
DRYER
SOCK DARNER
ETC

ESPECIALLY when they're listening to your commercials

and in the Portland, Oregon Market

KOIN-Radio

delivers

1/3 MORE audience

than any other station

SOLID LEADERSHIP

- ☆ Morning, Afternoon, Night.
- ☆ 46 of the 48 top weekday quarter hours.
- ☆ All 10 top daytime shows.

*March-April 1956 Pulse, Inc. Portland Metropolitan Area.

KOIN Radio

Portland, Oregon

Represented Nationally by CBS Radio Spot Sales

Commercial Hotel Tv To Start in September

THE OUTLINE of a new type of closed-circuit television service—providing guests in two New York hotels with filmed programming dealing with New York attractions, including night clubs, plays, sporting events and other tourist activities—was announced last week. An unusual part of the service will be the sale of spot announcements to national, local and regional advertisers.

Announcement of the new closed-circuit plan was made by Will Baltin, president of Hotel Tv Broadcasting Corp., an affiliate of Magnetics Corp. of America, which will operate the system in association with Wells Closed-Circuit Television Inc. The latter is an affiliate of Wells Television Inc., installer and operator of master tv systems and receivers in hotels throughout the U. S. Mr. Baltin, who reported the service will begin in September, declined to name the two hotels to be used in New York, saying only that each has more than 1,000 rooms.

Mr. Baltin said that several national and local advertisers have inquired about the spot announcement potentialities of the new service. He pointed out that advertisers who cannot afford even the minimal spot card rate on New York tv stations could utilize the new service and obtain multiple exposure, because it is planned to repeat the commercials several times a day.

Under current plans, the service will use channel 6 and will not affect reception of commercial programs on other channels, according to Mr. Baltin. He said the programming will be on film and be continuous from 9 a.m. to 11 p.m. Film production on some of the programming already has begun, according to Mr. Baltin, and will include "What to See—Where to Go—What to Do," "The Movie Playhouse" of scenes from current motion pictures, "Fashions on Parade," Sports in New York This Week," and "Legitimate Stage Playbill."

The firm's president reported plans call for expansion of the hotel tv service to at least 25 other cities within the next two years, with Washington next on the list. He said that in two years, he expected a minimum of 50,000 hotel rooms would be providing the service.

PROGRAM SERVICE PEOPLE

Bill Bertenshaw, production manager, Hardy Burton Productions, N. Y., appointed general manager of Radio & Tv Roundup Productions, Maplewood, N. J.

1.6 Million Listeners

MORE than 1.6 million replies were tabulated by World Broadcasting System as its one-year "Radio's big little man" promotion plan drew to a close. The campaign, designed to boost radio listening and backed by $1 million in promotional aids, was spotted over 500 WBS member stations for 13 weeks, asking listeners to submit to local WBS stations their reasons for liking and listening to radio. WBS named as the top three winners: Merle Price, Forest City, N. C., who won an all-expense paid 10-day trip to Paris, via WBBO Forest City; Peter M. Parun, New Orleans, a free, week-long vacation in the Virgin Islands, via WSMB New Orleans, and Mrs. John F. Ahlers Jr., Belgrade, Neb., via WJAG Norfolk, Neb.

2 heads are better than 1

Especially when they're watching your commercials

and in the Portland, Oregon Market

KOIN-TV

delivers over

TWICE

the audience of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows
- 9 of Top 10 Mon.-thru-Fri. Shows (ARB, Portland, February 1956)

EVEN GREATER LEADERSHIP OUTSIDE PORTLAND

(Check this Salem, Oregon 1956 ARB Metropolitan Area Report)

86% watch KOIN-TV **most** before 6 p.m.
86% watch KOIN-TV **most** after 6 p.m.

MORE PROOF KOIN-TV IS YOUR BEST BUY IN THE OREGON MARKET

KOIN-TV

Channel 6

Portland, Oregon

Represented Nationally by CBS Television Spot Sales

CHANNEL 5

WKRG TV

MOBILE

DOMINATES

GULF COAST

ALABAMA
MISSISSIPPI
& FLORIDA

WHERE:

a million people spend
a billion $. They look &
listen day & night to
WKRG-TV
with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
GOOD

CBS

CHANNEL
WKRG-TV 5
Avery Knodel

AFTRA EYES GUARANTEED ANNUAL WAGE

National Secretary Conaway suggests to Chicago convention that union seek extra unemployment benefits such as enjoyed by auto workers. Discussions of controversy with Screen Actors Guild on agenda.

SUGGESTION that American Federation of Television & Radio Artists might well shoot for some form of industrywide "supplementary unemployment benefits," similar to those in the automobile industry, in national and local negotiations was raised during opening day sessions of AFTRA's national convention in Chicago Thursday.

Donald F. Conaway, new national executive secretary of AFTRA, projected the possibility in discussing the talent union's efforts to gain improvements in unemployment insurance benefits and disability payments and the establishment of AFTRA pension and welfare funds throughout the industry two years ago. Urging that AFTRA pursue its efforts to get changes in basic legislation, Mr. Conaway cited supplementary unemployment benefits as "an alternative" and noted other unions have discussed it and other industries have put it into effect.

Such a plan, if adopted, would mean, in effect, a quasi-guaranteed annual wage for AFTRA performers and protection against radio-tv industry layoffs. Mr. Conaway described this plan as a "long-range prospect."

Mr. Conaway asked:

"Is there any reason why AFTRA cannot achieve some form of supplementary unemployment benefits on an industrywide basis—just as we established our pension and welfare funds? Is there any reason why such a plan, once achieved in our national negotiations, could not then be extended, as local negotiations take place, on a nationwide, industrywide scale?"

Other Thursday Topics

Mr. Conaway's report highlighted Thursday afternoon sessions that included election of a resolutions committee, and other reports by AFTRA's national counsel and treasurer. Evening sessions were devoted to appointment of subcommittees on wages and working conditions for network radio and television, transcription, staff announcers and phonograph recordings.

Major item on the AFTRA convention agenda is the firming of wage and working condition demands for network negotiations looking toward a new contract. Present network contracts expire Nov. 15 and AFTRA would be required to give 60 days prior notice.

Relations with other unions, a report on AFTRA's pension and welfare funds, and discussion of pay tv, video tape (Ampex), Electronicam (status of fight with SAG, which has been awarded jurisdiction), closed circuit tv and other developments were scheduled for Friday. Election of officers and adoption of resolutions were slated for Saturday.

Among resolutions offered were those by AFTRA's Boston local, calling for a clause in the national tv code on network feeds to "struck" stations (AFTRA personnel could "help" other members engaged in serious labor disputes on local levels), and by the St. Louis local, calling for an "unfair stations" clause in 1956 radio-tv network pacts.

On the latter, AFTRA is urged to negotiate for a clause "providing that no network shall provide network service to any radio or television station at which AFTRA members are on strike, provided that said strike has been duly authorized by the AFTRA local having jurisdiction and further provided that the national board of AFTRA shall have approved said strike and shall have given the servicing network 24 hours prior notice to terminate service." If finally adopted, it would take the form of a "policing" clause with network cooperation.

AFTRA membership unanimously adopted a resolution Thursday in effect asking Henry Jaffe to remain as general counsel despite his announced resignation and controversy over his outside activities (participation in Showcase Productions Inc.). One resolution anticipated for adoption was one to extend AFTRA's pension and welfare funds benefits to radio. All resolutions in final forms were to be drafted and submitted for approval Saturday.

Also high on the AFTRA agenda were discussions of the controversy with Screen Actors Guild, which has rejected AFTRA's merger proposal [B•T, July 9, 2].

In his report Mr. Conaway reviewed the Electronicam dispute with SAG, execution of the clarification agreement setting a fixed formula for re-use of programs and reinforcement of AFTRA's jurisdiction on electronic video equipment, memberships gains, individual station strikes and other activities.

Mr. Conaway noted that "radio has been transformed to such an extent that we should come to it with new thought patterns" and "devise new formulas," in line with changes in thinking by networks and stations. He also urged AFTRA to be not "fearful" but "prepared" for automation.

AFTRA is "determined" this year to include radio artists in pension and welfare benefits in various collective bargaining units such as holds already for television artists in New York, Chicago and Los Angeles as "an industry obligation."

Mr. Conaway pleaded for a wage-hour contract designed to reflect not only the general welfare and membership wishes but also rapidly changing conditions in both the radio and television industries. He called on the talent union to "break away from obsolete patterns of thinking and formulas that no longer apply effectively." Standardization of a fixed formula for reuse of programs under the clarifying agreement will encourage reuse of recordings, he said.

Some 65 delegates from 24 national locals attended the fourth annual convenion in Chicago's Knickerbocker Hotel. Aside from Mr. Conaway's talk Thursday, Harry O'Reilly, executive assistant to the director of the AFL-CIO, discussed merger of the two labor organizations.

With respect to subcommittees for age demands, AFTRA set up units for actors, singers, dancers, staff and freelance announcers (separate) and specialty acts.

Petrillo Attends Swiss Meet

JAMES C. PETRILLO, president of the American Federation of Musicians, attended a meeting of the Committee of Experts of the International Labor Organization in Geneva, Switzerland, last week and outlined AFM's royalty plan, under which royalties on the sale of recordings are made to the Music Performance Trust Funds and are used to provide employment for musicians. The Committee of Experts, consisting of representatives of labor and of the world-wide recording industry, met to set up a multi-nation covenant "to protect performers against the commercial exploitation of their labors by mechanical reproduction."

Clarence Froome

Or how to reduce your tax bill

"There used to be a saying back in 1921 when I joined Union Oil. It was 'The less government, the better.' We believed it, too.

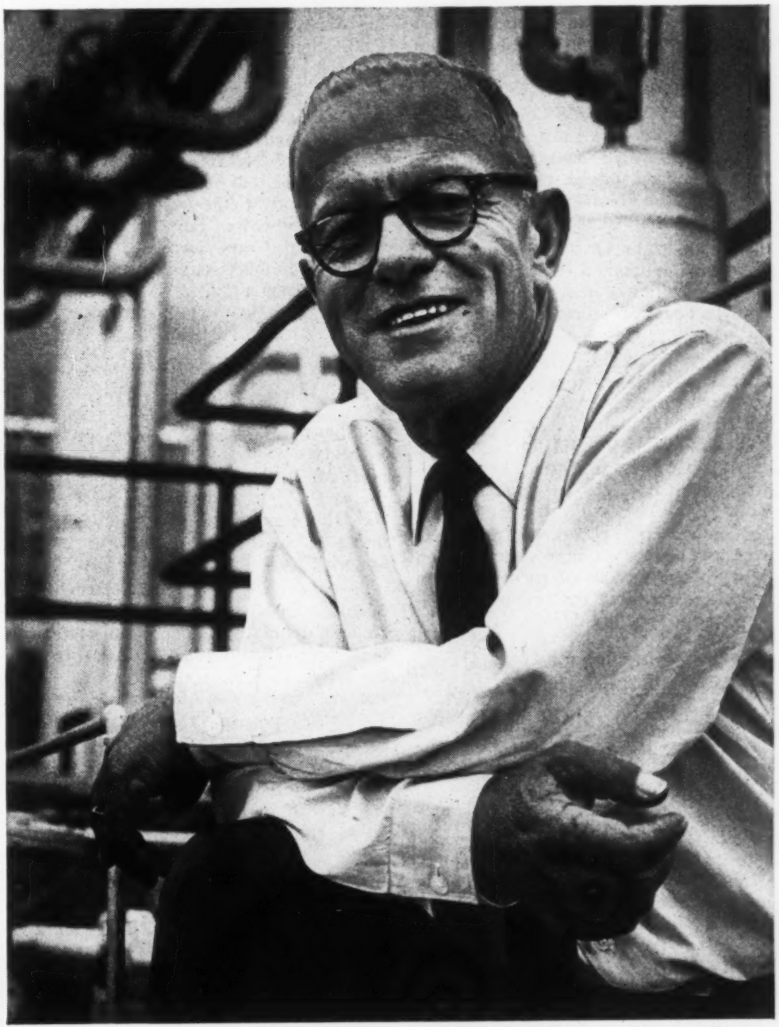
"Today it's the other way 'round. People seem to think that more and more government can solve more and more of their problems.

"They look to government for pensions, for unemployment insurance, for federal housing, for medical aid—for all kinds of securities we used to depend on ourselves for.

"Now there's nothing wrong with taxes that pay for defense, and other necessities. But we're kidding ourselves if we think Uncle Sam is a rich relative with an inexhaustible supply of cash we can tap whenever we need it.

"Fact is, government is more of a poor relation. It produces nothing. It pays no taxes. Anything you or anyone else gets from it first has to be taken away from you and somebody else.

"So, obviously, the more you let the government do for you, the more it's going to cost you."



"THE MORE GOVERNMENT DOES FOR YOU, THE MORE IT COSTS YOU."

In 1921 when Clarence Froome started with Union Oil as a machinist, 1 person in 15 worked for the government. Today (Clarence Froome is now a Division Superintendent) 1 person in 8 is on government payroll. And Uncle Sam takes 11 times more money from you as taxes than he did in 1921.

Admittedly, there's a bigger job to be done today. But the danger of a constantly enlarging government goes far deeper than its cost to the citizen.

Because each time you let the government do a job you should and can do better, you give up a part of your personal freedom.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

OPERATIONS CEASE AT CBS-COLUMBIA

CBS Inc. shuts down its radio, tv set manufacturing division in a not unexpected move as a last resort in treating troubles caused by low sales.

CBS INC. Wednesday chose what President Frank Stanton had considered a couple of months ago [B•T, May 28] to be the last resort in treating the troubles of its sales-light radio and tv set manufacturing division, CBS-Columbia: It shut down the division.

The announcement that CBS-Columbia, after a five-year existence—the most recent years spent in the red—would go out of business was terse and sudden, though not unexpected. Only recently Dr. Stanton had predicted further losses for the first half of the year.

A joint statement by Dr. Stanton and CBS' Board Chairman William S. Paley announced the company's decision after a regular monthly meeting of the board of directors in New York.

Messrs. Paley and Stanton emphasized, however, that the future of other CBS manufacturing divisions and its research laboratory would in "no way" be affected by the shutdown. They said CBS plans to continue to expand the activities of Columbia Records (records and phonographs), CBS-Hytron (tube and semiconductors) and CBS Labs (research and development).

Various moves and economies had been undertaken by CBS Inc. to improve its position that had worsened because of rocky going in set sales and a sore need for better plant facilities (at Long Island City, N. Y.).

Stanton's Observations Earlier

Dr. Stanton had noted last May that whenever there is a slump (in tv set making), manufacturers with a smaller share of the market suffer first. Unit sales have been off an estimated 30% or more in the set industry. CBS-Hytron also lost money in 1955 but CBS Inc. feels that division will do better and even will expand in facilities.

Actually, the revelation that CBS-Columbia was to shut its doors was anti-climatic in a week that was filled with reports of several of CBS-Columbia's distribution centers closing up shop. Several of the factory branches—company owned—were reported to be suspending operations as early as Tuesday. On Monday, Henry C. Bonfig, CBS-Columbia president, was being asked about a report that the firm had discontinued radio receiver production and was on the verge of doing the same with tv set making.

The report on radio sets stemmed from the disclosure that CBS-Columbia had abandoned its radio line by selling its stamping dies to Trav-ler Radio Corp., Chicago.

CBS acquired both its receiver and tube manufacturing properties in mid-1951 in an exchange-of-stock arrangement that was estimated at the time to be worth about $20 million. Companies acquired were Hytron Radio & Electronics Corp. and its subsidiaries, including Air King Products Co. Air King became CBS-Columbia Div. of CBS and Hytron was changed to CBS-Hytron Div.

Three principals of the original ownership and management of the Hytron companies—Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, and David H. Cogan, president of Air King—remained active in management of the respective divisions for about three years. Seymour Mintz, formerly of Admiral Corp. succeeded Mr. Cogan as president of CBS-Columbia and was followed by the current president, Mr. Bonfig, formerly of Zenith Radio Corp.

Sans Antennas

AN exclusive subdivision now being developed in Beverly Hills, Calif., will be the nation's first housing development to eliminate rooftop tv aerials through an underground electronics system, designed by RCA.

Known as the Antenaplex Master Tv Control System, it will allow each home to operate up to eight tv sets without additional amplification costs. An underground cable will extend from a master pickup tower to each home. E. T. McGovern, RCA executive, announced the perfection of Antenaplex.

Kelley to Leave DuMont, Will Head Kelco Corp.

WILLIAM H. KELLEY, vice president and general manager of consumer products for Allen B. DuMont Labs, will leave the post at the end of 1956 to become president of the Kelco Corp., Summit, N. J., national merchandising representative for industry and manufacturing-marketing consultant firm.

In announcing Mr. Kelley's plans, David T. Schultz, DuMont president, said that Mr. Kelley's duties and responsibilities already have been assigned to Francis P. Rice, manager of the television receiver division, and Alfred Y. Bentley, manager of the cathode-ray division. They will report directly to Mr. Schultz.

Mr. Kelley will remain with DuMont until the end of the year as assistant to Mr. Schultz, concentrating on merchandising and advertising activities of the company. He has been associated with the radio-tv field since 1921, having served with DuMont since 1954 and previously with Motorola Inc., RCA and the Garod Corp.

Olympic, Loewe Opta in Pact

OLYMPIC Radio & Television Inc., which recently acquired David Bogen Co., New York, and Presto Recording Corp., Paramus, N. J., as part of a diversification move [B•T, July 9], last week expanded its high-fidelity radio-phonograph operations, signing an import agreement with Loewe Opta A. G., West Berlin, Germany.

Under the terms of the agreement signed by Olympic President Morris Sobin and Loewe Opta President Bruno Piper, Olympic will import and distribute the hi-fi equipment under the name Olympic-Opta. For Loewe Opta, with offices and plants at Krnach, Duesseldorf and Berlin, it will be the first time the firm has gone into the U. S. market.

Tube Sales Up for May

SALES of receiving and picture tubes by factories in May exceeded the same 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The May sales totaled 906,732 picture tubes compared to 830,902 in April and 779,329 in May 1955. Five-month sales were 4,376,137 compared to 4,207,069 a year ago. Receiving tube sales were 33,015,000 units in May, 35,184,000 in April, 188,619,000 in five months of 1956 and 185,681,000 in 1955.

MANUFACTURING PEOPLE

Louis G. Pacent Jr., vice president in charge of manufacturing, Emerson Radio & Phonograph Corp., Jersey City, N. J., to vice president in charge of engineering and manufacturing of firm's radio-tv-phonograph division.

Jerome A. McCann promoted from salesman to sales manager of Motorola, Chicago Co., Motorola distributor.

Dr. Courtnay Pitt, vice president-finance, Philco Corp., Phila., retiring after 15 years' service. He plans to enter economic and investment advisory work.

Dr. Herbert Bandes, engineering manager of semiconductors, electronics division, Sylvania Electric Products Inc., Woburn, Mass., to new position of chief engineer of semiconductors.

George H. Orgelman, Chance Vought Aircraft Inc., Dallas, Tex., to General Precision Laboratory Inc., Pleasantville, N. Y., as personnel director.

MANUFACTURING SHORTS

Standard Electronics Corp., Newark, N. J., subsidiary of Dynamics Corp. of America, reports order of 25 kw tv amplifier by WWTV (TV) Cadillac, Mich. (ch. 13).

Magnecord Inc., Chicago, announces new tape recorder claimed to have advanced facilities for instantaneous, simplified editing and cueing. Rack mounted recorder-amplifier (P-60-ACX) is described as meeting "every requirement," including NARTB standards, for professional broadcasting and recording studio work.

Jensen Mfg. Co. (high-fidelity speaker systems), Chicago, has signed as general member of Institute of High Fidelity Mfrs., N. Y., bringing total IHFM membership to 68.

Philco Corp. Government & Industrial Div., Phila., awarded $1,057,213 USAF contract by Air Materiel Command for construction and installation of miscellaneous microwave equipment overseas.

George W. Coburn Labs., Chicago, has developed new 16 mm test film that provides "high accuracy" of several quantitive visual tests, Society of Motion Picture & Television Engineers announced last week. Film measures registration, aperture size, resolution, shutter timing, centering of image and steadiness of its own test image with respect to perforation. Reel is for use by manufacturers of 16 mm projectors in film laboratories, to adjust 16 mm printers and for precise alignment of 16 mm black-and-white and color tv film chains. Test film, which comes in lengths of 100 feet, may be ordered from SMPTE at 55 W. 42d St., N. Y. 36.

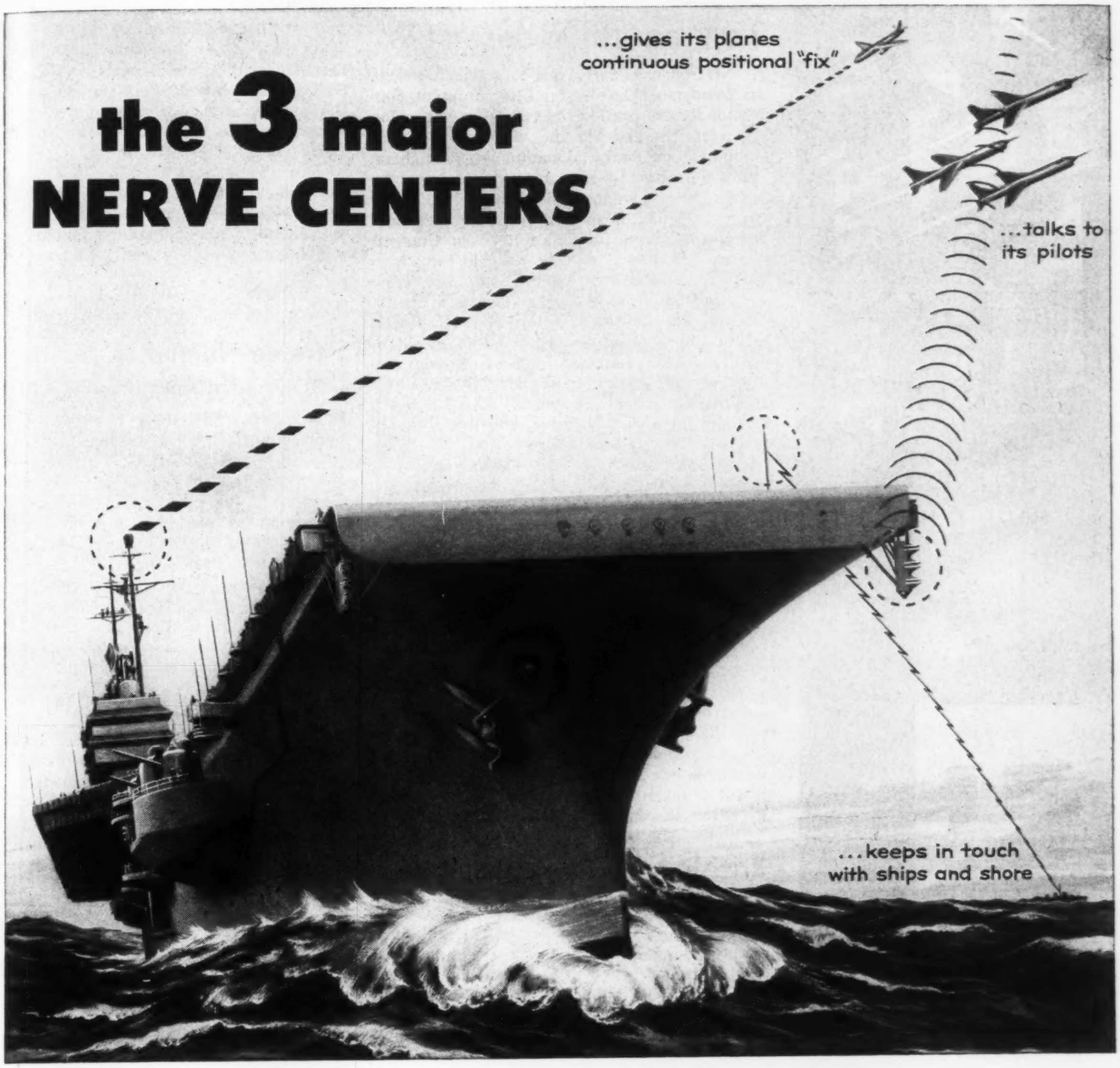
Allen B. DuMont Labs, Clifton, N. J., shipping 5 kw transmitter and complete studio equipment to KAVE-TV Carlsbad, N. M. (ch. 6).

RCA Camden, N. J., has shipped 25-kw transmitter to WBUF-TV Buffalo, N. Y. (ch. 17).

Audio Devices Inc. (magnetic tape), Stamford, Conn., stock was traded for first time on American Stock Exchange July 9. Stock opened at $4.50 per share, reached its high at $4.63 and closed at opening quotation. Volume of sales of Audio Devices' stock on Monday was 300. Firm introduced in May Tv-Audiotape, new tape that records simultaneously tv picture and sound.

RCA Semiconductor Div., Somerville, N. J., has presented a gift of $15,000 to Somerset Hospital's expansion fund.

the 3 major NERVE CENTERS


...gives its planes continuous positional "fix"
...talks to its pilots
...keeps in touch with ships and shore

# of the Mighty FORRESTAL

The U.S.S. FORRESTAL . . . 60,000-ton sea giant . . . the most powerful carrier afloat . . . owes much of its fighting efficiency to its modern sensory system . . . including its advanced-design communication and air navigation "nerve centers" developed by Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation.

To guide its planes safely home through darkness, fog, and stormy weather, the FORRESTAL utilizes Tacan . . . revolutionary new system that continually indicates position of moving ship to its fast-flying planes.

To keep in constant two-way voice contact with its pilots in the air, the FORRESTAL uses a new ultra high frequency radio system . . . with an effective range over one-and-one-half times greater than many previous systems . . . beaming its power through new-type antennas in new locations below the level of the flight deck.

For ship-to-ship and ship-to-shore communication the FORRESTAL's medium-and-high frequency radio system provides clear and dependable transmission for voice, teleprinter, high-speed code and facsimile.

The same electronic "nerve centers" will be installed on the new super carrier U.S.S. SARATOGA and other great aircraft carriers to come.

These vital developments . . . Tacan, UHF and MHF radio . . . are outstanding examples of IT&T's continuing contributions to electronic progress . . . to the growing might of America's defensive forces.

INTERNATIONAL TEL AND TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

WAAM TV Channel 13
BALTIMORE, MD.
TOP POWER 316.000 WATTS
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco

Britain Getting Closer To Program Sponsorship

ANNOUNCING a new rate card, effective Sept. 16, Associated TeleVision Ltd., program contractor for the commercial tv station in London on weekends and for the weekday programming of the commercial station in Birmingham, states that the new rate structure "is based on narrow time classifications which enable advertisers to book in specific time segments and reach a particular audience [CLOSED CIRCUIT, March 12]. It will now be possible for advertisers to produce their commercials to suit the type of programs in the segment of their choice. In this way commercials on ATV will gain added impact because they can be produced with a picked audience in mind. Advertisers also may book 'fixed spots' in programs where they want a precise guaranteed time."

Some British observers see this as another—and close to a final—step toward program sponsorship, so far forbidden by the terms of the commercial television act, but strongly advocated by many advertisers and agencies. It is pointed out that originally tv time was offered strictly on a run-of-schedule basis but even before the London station, Britain's first commercial outlet, began operations last September, advertisers were able to choose the day of the week and the time of day (afternoon or evening) at different rates for different times. Later, they could select specific programs in or adjacent to which their commercial spots could be broadcast. Now, the advertiser can pick the specific time for his commercial to be telecast. The next step, which some see as inevitable, the only uncertainty being how soon it will be taken, is for full program sponsorship by advertisers in the American manner.

British Advertisers Spend $11 Million for Tv Time

ADVERTISERS invested nearly $11 million in tv advertising during the first six months of commercial television in Great Britain, according to a report published by Media Records Ltd., London. Shell Oil Co. was the leading advertiser on British tv and J. Walter Thompson Co. the leading agency in the use of commercial tv for its clients, the report stated.

In the six-month period, starting with the inauguration of England's first commercial tv station in London Sept. 22, 1955 (the nine days of September being included with October), the London station was on the air for the full period, programmed weekdays by Associated Rediffusion and weekends by Associated TeleVision. A Birmingham station was in operation for a month and a half, programmed weekends by Associated British Cinemas (Television).

For these facilities, advertisers' expenditures totaled 3,918,492 pounds or $10,971,788, Media Records reported in a "Statistical Review of Independent Tv Advertising" that provides a product-by-product accounting for the period. For the next six months, with a Manchester station also now in operation, the tv advertising total should be about six million pounds ($16,800,000), Media Records estimates, making a first year's total of some 10 million pounds or $28,000,000.

Canadian Am Rate Increases Trail Set Ownership Gains

WHILE Canadian radio homes have increased by 75% in the past 10 years, and the number of privately-owned stations has increased from 99 to 159, the average one-hour time-rate has gone up by only 27.9%. The average one-minute rate has increased 51.9% for all privately-owned stations during the 10-year period.

A study made of Canadian radio station rate structure by the Canadian Assn. of Radio & Television Broadcasters shows that in 1946 the average one-hour rate of the 99 private stations in operation was $60.88 for Class A time. On July 1, 1956, the average one-hour rate of 159 stations was $77.88. In 1946 the one-minute Class A average rate was $7.04; today with 159 stations it is $10.70. In the past year the average one-minute announcement rate has increased 3.88% and the one-hour rate 1.79%.

The number of radio homes has increased in the period from 2,214,300 to 3,877,000.

Pernice Named to Head Collins' European Office

JOSEPH R. PERNICE has been appointed managing director of Collins Radio Co. of England Ltd., a subsidiary of Collins Radio Co., Cedar Rapids, Iowa. He joined Collins in London July 1 after serving as chief of the electronics section of North Atlantic Treaty Organization's production and logistics division.

Mr. Pernice has been active in electronics for 30 years, divided about evenly between private industry and government activities. He will be in charge of all Collins operations in Europe.

The firm manufactures specialized communications and electronics equipment.

Evans Buys CKGR Galt, Ont.

SALE of CKGR Galt, Ont., to John Vincent Evans for $70,000 has been approved by the board of governors of the Canadian Broadcasting Corp. The new owner has worked for various stations in Canada and the U. S. Until recently, he has been production manager of WWNY Watertown, N. Y. CKGR is a 250 w daytime outlet on 1100 kc.

Canadian Tv Set Sales Drop

CANADIAN TELEVISION set sales in Canada were down for the first five months of 1956 to 189,059 sets valued at $56,575,188, as compared to 218,350 sets in the first five months of 1955. The drop in May was from 21,167 sets that month in 1955 to 20,424 sets in 1956. Figures of the Radio-Electronics-Television Manufacturers Assn. of Canada show projected production for the next three months at 153,277 sets.

Geographic distribution of sales for the January-May period showed Ontario with largest number, 73,318; Quebec Province, 50,701; British Columbia, 14,729; Alberta, 13,243; Manitoba, 11,983; Nova Scotia, 9,766; New Brunswick and Prince Edward Island, 6,613; Saskatchewan, 5,767, and Newfoundland, 2,939 sets.

INTERNATIONAL PEOPLE

Charles J. Curran, senior administrative assistant of BBC external broadcasting division, to Canadian representative of BBC, succeeding **Gordon Winter,** who returns to London.

Barton Richardson, formerly station supervisor for Armed Forces Network, Bremerhaven, Germany, named manager of KSBK Okinawa, only commercial English language radio station on island.

Cliff Wingrove, assistant manager and director of sales, CFPL-TV London, Ont., elected president of Sales Executives' Assn. of London.

R. Horley, CBW Winnipeg, and **R. Stapley,** CKY Winnipeg, named directors of Winnipeg Ad and Sales Club.

ATTENTION

All producers, performers, and sponsors looking for an even break (or better) in the first ratings of the new television season.

TV GUIDE offers you the attention of America's top 4,000,000 television families (the families who live, eat, breathe, and talk television.)

Television viewing habits *don't* carry over from one season to the next. Every fall, new shows, new stars, and new times make it necessary for the viewer to remake his own personal viewing schedule.

The time for promotion is when those schedules are made. The rating sweepstakes knows no stretch runners. A show makes the grade in the first six weeks, or, usually, not at all. Viewing habits are easier to make than to break.

Shows that want the maximum possible effective audience promotion should build their advertising plans around TV GUIDE. Its readers—100% television viewers—are concentrated in the key television areas, in the important city and suburban areas where mass audiences live.

4,000,000 families will begin making their fall viewing plans on September 12, the issue date of TV GUIDE's annual Fall Preview. In this important and eagerly awaited issue, TV GUIDE will offer a comprehensive analysis of the new season, giving every available fact about every entry, new and old, on the network lineups.

What an opportunity to capture the attention of 10,000,000 key viewers, to tell them *your* plans for the season, to get that all-important head start on your competition!

Fall Preview copy deadlines

National Feature Section	August 17
Program Section	August 31

Reserve your space immediately

America's Television Magazine TV GUIDE

National Advertising Office
400 North Broad Street
Philadelphia 1, Pennsylvania

New York Office
10 Rockefeller Plaza
New York 20, New York

Hollywood Office
6277 Selma Avenue
Hollywood 28, California

— PROFESSIONAL SERVICES —

New Chicago Corporation Plans High Fidelity Shows

FORMATION of a new Illinois corporation to conduct cooperative high fidelity shows in various major markets under a special manufacturers'-suppliers' "package" deal was announced in Chicago last week.

The organization, Rigo Enterprises Inc., is headed by Henry Goldsmith and will stage the expositions in cooperation with local radio stations, newspapers and high fidelity distributors-dealers. S. I. Neiman, electronics public relations consultant, has been retained as publicity and show counsel.

Expositions have been scheduled for Columbus and Cincinnati, both Ohio, Atlanta, Miami, New Orleans, Dallas and St. Louis.

Hill Named School Director

APPOINTMENT of Kenneth P. Hill as director of Northwest Radio & Television School has been announced by W. A. Sawyer, the school's president.

MR. HILL

Mr. Hill, a commander in the Naval Reserve who served in the recent Korean conflict, brings a background of 16 years in personnel work and business administration. He will assume many of Mr. Sawyer's past administrative responsibilities at Northwest and will headquarter at the school's home office in Portland, Ore.

Northwest has branch schools in Hollywood, Chicago and Washington, D. C.

PROFESSIONAL SERVICE PEOPLE

Robert L. Hardaker, formerly with Joseph W. Hicks public relations counsel, Chicago, announces formation of own firm, with **Mrs. Lynne C. Gunderson,** also formerly with Hicks, as vice president. Organization will maintain offices at 540 N. Michigan., Chicago, and will specialize in product promotion and merchandising.

Buddy Clarke, former president of his own wholesale food firms, to Rogers & Cowan, N. Y. public relations firm, as head of commercial and industrial division.

Robert S. Windt resigned as director of public relations for CBS-Columbia, set manufacturing division of CBS, to join Bernard Relin Assoc., N. Y., public relations firm, as account executive and member of plans board.

EDUCATION

NAEB Given Funds By Ford Foundation

A GRANT of $94,000 by the Ford Foundation to the National Assn. of Educational Broadcasters is to be announced today (Monday) by NAEB President Frank E. Schooley.

The grant will enable NAEB to carry out a program calling for engineering consulting service to educational tv stations and management, two educational tv seminars and continuance of its placement service for individuals and institutions. Other activities include the scholarship program for study in advanced television, consultant services and funds for some institutions in providing professional talent for specialized tv workshops.

Ford Foundation Grants To Six Colleges for Tv

SIX colleges have been awarded grants of varied amounts by the Ford Foundation which will enable them to release faculty members for appearances on educational tv stations. Receiving the grants were the U. of Illinois, the President and Fellows of Harvard College, the board of education of Detroit (Wayne U.), U. of Chicago, Chatham College (Pittsburgh) and the U. of Nebraska.

The grants were announced through the Educational Television & Radio Center, Ann Arbor, Mich., which earlier this year invited colleges and universities to apply for financial assistance on educational tv to cover a three-year period. Under the Ford grants, the schools are better able to make top teachers available to educational tv without disrupting the normal academic program.

WNBQ (TV), Education Board Offer High School Course

A COOPERATIVE adult education program involving a series of 30 weekly televisions programs on WNBQ (TV) Chicago, was announced jointly Wednesday by Jules Herbuveaux, NBC vice president and general manager of the o & o station, and the Chicago Board of Education.

The program will be televised in color and consist of a high school credit course in freshman English, Sundays, 10:30-11 a.m. starting Sept. 16. Dr. Benjamin C. Willis, superintendent of schools, is representing the Board of Education on the project. Described as the first of its kind in Chicago it is part of an adult education program.

The plan calls for students to receive one weekly lesson by home television and another by attending evening high school classes for full credit. The board will select the instructors, with registration ($7.50) channeled through schools. The fee is similar to that charged for regular night classes.

The television series will be produced under general supervision of Betty Ross West, supervisor of WNBQ's public affairs and education department, assisted by Dr. Charles Hunter of Northwestern U.'s radio-tv department. The program will be seen in the time period previously occupied by WNBQ's *Live and Learn*, which offered college telecourses for credit in cooperation with the U. of Chicago.

WKRC-TV Students Outscore Those in Regular Classroom

FIFTY students taking a psychology course via WKRC-TV Cincinnati made higher grades than 50 others who took the same course on the U. of Cincinnati campus, according to Dr. George W. Kisker, teacher.

The tv class did not go to the campus until time for the final exam and the same test was given both classes. Those taking the course by way of WKRC-TV made "consistently higher grades." In an effort to find out "why," Dr. Kisker gave an intelligence test to all 100 students which showed that the level of ability of the tv class actually was lower than the campus class.

Dr. Kisker's research found that the tv class' grades were higher because each student feels that the instructor is talking directly to him and is able to come into the home.

Browne to Join WYES (TV)

DUFF BROWNE, director of educational WUNC-TV Chapel Hill, N. C., has resigned to become manager of WYES (TV), New Orleans educational outlet not yet on the air. Mr. Browne will join WYES Aug. 1. He has been head of WUNC-TV for the past year and prior to that operated his own consulting firm of Duff Browne & Assoc., Ft. Worth, Tex. He also was formerly program director of WAGA-TV Atlanta.

MR. BROWNE

Stations Polled on Science

TO IMPLEMENT its National Awards in the Mass Media program, the Thomas Alva Edison Foundation, New York, currently is surveying local tv stations on what they are doing "to present and develop programs about science and the American Heritage." Stations are being questioned on what types of science education programs they feature, if they would be interested in carrying such programs, whether audiences for such programs exist, what television can do to further the career development of science and engineering and what can be done in the way of science programming to "compete with crime, violence and spy programs for the attention of young people."

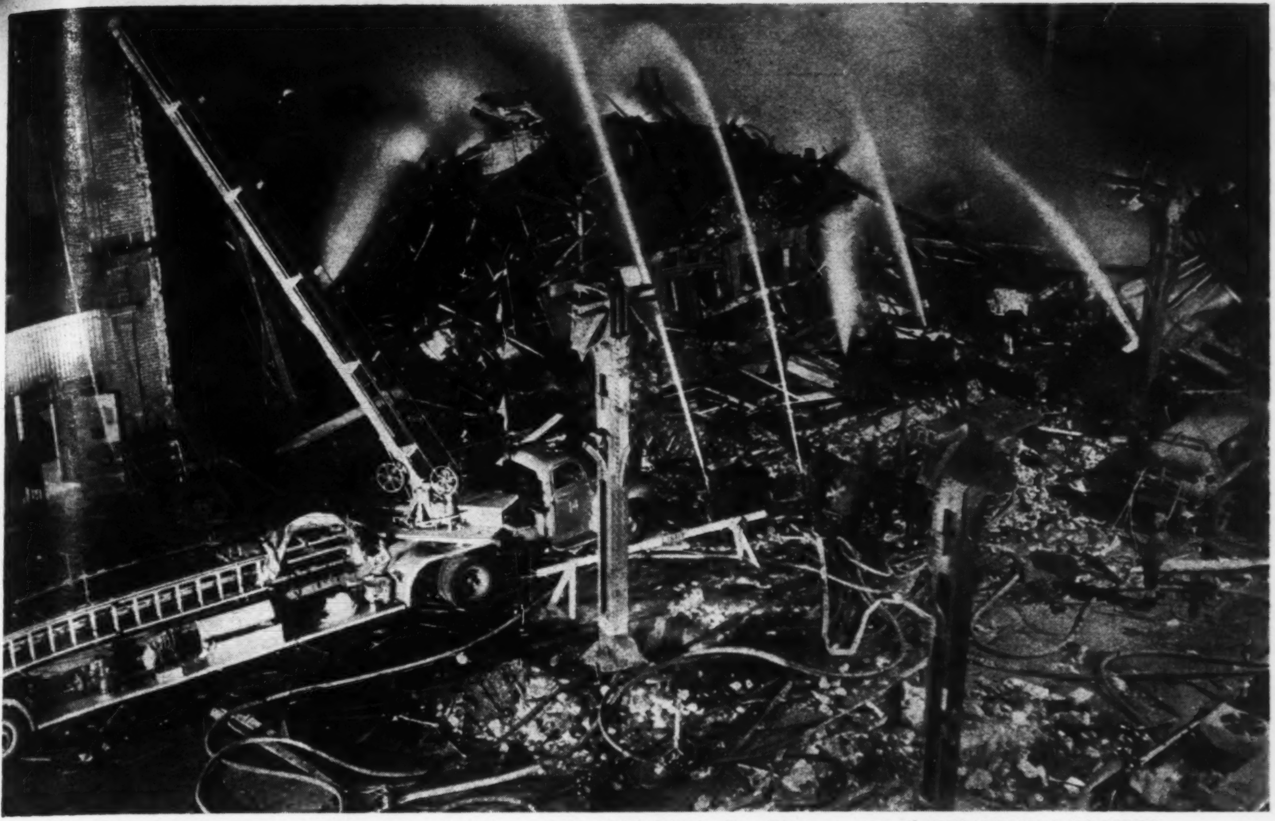
EDUCATION PEOPLE

Leo Martin, professor and chairman of division of communications arts, Boston U., to Michigan State U. as head of radio-television in department of speech.

Carol F. Drisko succeeds **Rita Levant** as producer of daily *Schooltime* series on WQED (TV) Pittsburgh, education station. Mrs. Levant resigned to join her husband in Detroit.

1

United Press news produces!



Three-and-one-half-million-dollar granary explosion and fire, Philadelphia, Pa.—*Photo courtesy of* PHILADELPHIA INQUIRER.

WFIL-TV films "hot" news with Du Pont 931 —and it's on the air in minutes

An explosion shook Philadelphia's Market Street at 8:03 P.M., March 28, 1956, and WFIL-TV cameramen were on the scene moments later—their cameras loaded with Type 931 Motion Picture Film.

Well-known WFIL-TV News Director Gunner Back says: "Our photographers fed film back to the station for our 11 P. M. 'RCA-Victor News Reel' just as fast as it was shot. Although it was still coming out of the processing machine 10 minutes before air time, we were sure of the good pictures we would get."

Du Pont High Speed Rapid Reversal Film, Type 931, is a favorite of WFIL Photographer Harry W. Krause, who reports: "Du Pont 931 has what it takes for TV work—it's a rugged film with high speed, wide latitude, good contrast and never blocks up an optical sound track."

FOR MORE INFORMATION about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office or write the Du Pont Company, Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

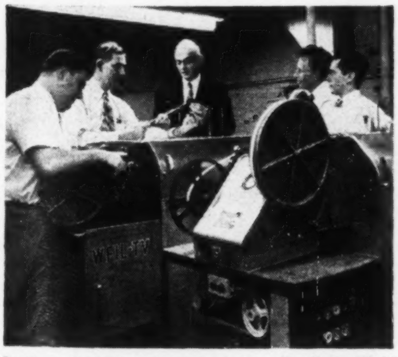
SALES OFFICES

Atlanta 8, Ga.	805 Peachtree Building
Boston 10, Mass.	140 Federal Street
Chicago 30, Ill.	4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio	20950 Center Ridge Road
Dallas 7, Texas	1628 Oak Lawn Avenue
Los Angeles 38, Calif.	7051 Santa Monica Blvd.
New York 11, N. Y.	248 West 18th Street
Wynnewood, Pa.	308 East Lancaster Avenue
Export	Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM



Du Pont Technical Representative Dudley Field (center) examines some "hot" processed 931 footage with WFIL Photo Department.

View of disastrous fire can be seen on monitor. Contrast range of Du Pont Type 931 film is just right for TV.

RCA VICTOR NEWS REEL
WORLD NEWS

News Director Gunner Back says: "The quality of our news film on Type 931 Motion Picture Film has been consistently high."

WTAO LOOKS AHEAD 25 YEARS

FORWARD-LOOKING Wallace Dunlap, general manager, WTAO Boston, believes in keeping the station program schedule set up well ahead of time. He has sent a time order to his traffic department reserving a spot on the first Sunday in June 1981. On that date, the tape made at the 25th reunion of Massachusetts Institute of Technology's Class of 1931 this spring will be played. By then the class will be celebrating its golden anniversary. The WTAO tape features predictions for 1981 made by leaders of business and professions represented in the Class of '31.

NO HANDLING CHARGE AT WKEI

COMBINING civic spirit with its own enterprise is paying dividends for WKEI Kewanee, Ill., not only among local Chamber of Commerce members, many of whom are station clients, but in statewide publicity for the station. When WKEI sent out a program preference questionnaire to listeners, it also put a similar questionnaire from the Kewanee Chamber of Commerce in the envelopes. Response to both mailers was good and the promotion got enthusiastic coverage in the monthly publication of the Illinois State Chamber of Commerce's *Local Chamber Highlights.*

NBC HELP FOR OLD AGE

A SPECIAL series of six 30-minute radio programs devoted to the problems of old age, *Threescore and Five,* has been prepared for airing by NBC Radio in cooperation with the Twentieth Century Fund. The series, narrated by NBC newsman H. V. Kaltenborn, will be heard Wednesdays, 10:30-11 p.m. EDT, starting July 25.

NBC-TV TO GET USSR PICTURES

NBC News' Helen Hall has joined members of the National Assn. of Home Builders on a 30-day, 12-city tour of the USSR. As the only news reporter in the group, Miss Hall will make exclusive film reports of building conditions in the Soviet Union for showing on NBC-TV's *Home* and *Today* programs.

WTMJ-TV DEVELOPS SALES AID

FORECASTS of programs on WTMJ-TV Milwaukee have become another tool in the station salesman's kit. The *Milwaukee Journal* station has sent to agencies and advertisers its forecast brochure covering program content for three months to come on *The Woman's World* and plans to follow up with similar promotion pieces for other shows, covering each one three times a year. The first in the series, *It's Time Now to Plan for the Woman's World,* takes up 16 pages, picturing and describing the program, showing future features on a *Woman's World* calendar and carrying promotional material on WTMJ-TV and Beulah Donohue, show hostess. Myriad possibilities for commercial tie-in with program content are shown in the booklet.

KRUX MAKES SAFETY PAY

THE 1.04 million residents of Arizona are beating a path to their local drug stores as guests of KRUX Phoenix. The station's disc jockeys had promised to buy every resident of the state a soft drink if no traffic fatalities were recorded in Arizona on the Fourth of July. There were none, so KRUX is footing the bill to the tune of approximately $50,000.

ONTARIO AM WELCOMES YANKS

CJET Smith Falls, Ont., has daily newscasts for American visitors to its area featuring top U. S. national and state news as well as latest U. S. sporting news, stock market closings and weather news. The program is sponsored by hotels in the Rideau Lakes area.

TV WEEK TAXES WNBF-TV LUNGS

IT took lots of lung power to launch Tv Week in Binghamton, N. Y., last month. WNBF-TV Binghamton blew up a flock of several hundred balloons to fly over the city as one feature of the promotion. Some balloons carried certificates which finders redeemed at the station for savings bonds. WNBF-TV also let citizens know about Tv Week by means of ID's, building decorations and other publicity forms.

ABC CLAIMS POLITICAL SCOOP

ABC Radio claimed a scoop last week in airing word of President Eisenhower's availability for a second term. ABC Newsman John Edwards, covering the Gettysburg conclave of Republican Congressional leaders, arranged to hold a telephone wire open to the network's newsroom in New York, and within minutes after Sen. William Knowland (R-Calif.) made the announcement that Ike was ready and willing, read the report to New York where it was put on the air at 11:02 a.m. EDT.

CBS-TV BUYS MESTA LIFE STORY

THE rights to Mrs. Perle Mesta's life story were acquired last week by CBS-TV for use in its *Playhouse 90* series, the fourth story commitment made by the show [B•T, July 9]. Acquisition of Mrs. Mesta's as-yet-unwritten biography is said by CBS-TV to be the first instance in which the story of a world-famous personality has been presented on tv before appearing as a play, film or book. Mrs. Mesta, U. S. minister to Luxembourg during the Truman administration, will appear in person towards the end of the program, which will be written by Speed Lamkin. Money received by Mrs. Mesta for the rights will go towards subsidizing study of foreign students in the U. S.

KAISER MAKES EDITORS COMFY

THE tv-radio publicity department of Young & Rubicam, New York, mailed aluminum beach chairs to editors to remind them of the new *Kaiser Aluminum Hour,* which went on the air July 3, 9:30-10 p.m. EDT, Tuesdays on NBC-TV.

RKO MUSIC PLUGS SHOW

RKO Radio Pictures, a division of RKO Teleradio Pictures Inc., New York, is making available to its film distributors three special spot radio transcriptions featuring background score to "The Brave One" by Victor Young and played by the Munich (Germany) Symphony Orchestra. The musical spots are to be used in local promotion campaigns.

'POST' STORY FEATURES DALY

"THE Lighthearted Battler of Tv" is what writer Bill Slocum calls newsman John Daly, ABC vice president and moderator of *What's My Line* on CBS-TV, in a *Saturday Evening Post* article July 14. The profile piece sketches Mr. Daly's career from a Washington, D. C., clerk for Capital Transit to his present position, describing some of his battles with various employers en route.

WOV GIVES GRONCHI RECORDS

A GOLD-EMBOSSED, leather-bound album containing records of his speeches and news conferences during his recent visit to the U. S. was presented to Italian President Giovanni Gronchi by WOV New York. Presentation of the album in Rome July 6 was made by M. S. Novik, WOV's president.

MBS SLATES TWO NEW SHOWS

MBS affiliates will be offered two new programs on a co-op basis starting tomorrow (July 17), when the network launches *It's a Crime, Mr. Collins,* replacing *Squad Room* and *Big City,* replacing *Crime Fighters*—heard Tuesdays and Thursdays, respectively, both at 8:30-9 p.m. EDT.

IN CINCINNATI . . .
LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER

The L.B. WILSON STATION
WCKY
CINCINNATI . . . OHIO . .
50,000 WATTS

IT'S OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

Titles Change Hands Quickly in Disc Jockey Marathons

DISC JOCKEY marathons at various radio stations throughout the nation are producing new "champions" practically every day.

MR. JOHNSON

Last week the title holder in the platter spinning competition appeared to be Bob Johnson of KICK Springfield, Mo., who began his Operation Spin-orama at 1 p.m., June 18 and continued it until 1 p.m., June 23—a total of 120 hours.

Not to be outdone by KICK disc jockey, Ed Sullivan, manager and disc jockey of KSET El Paso, Tex., last Tuesday began his own marathon with a goal of "at least" 125 hours.

WRIT Milwaukee Program Director Gene Edwards, not knowing of Mr. Johnson's accomplishment, began his own marathon on June 21, attempting to break what he believed to be the previous record of 113 hours set by a Moscow, Idaho, disc jockey. When Mr. Edwards finally called it quits June 26, he had been playing discs for a total of 115 hours.

On June 22, Wynn Alby of KECK Odessa, Tex., ended his marathon with 103 hours on the air, during which he played more than 1,600 popular recordings in a broadcast schedule which put him on public display 24 hours a day.

A marathon-sell-a-thon was conducted by WNOE New Orleans Program Director Larry Monroe and an appliance store salesman. Mr. Monroe lasted 55 hours and 24 minutes, and the salesman gave up six hours later.

All stations participating in the disc jockey competitions reported large audience interest.

Another stunt—reminiscent of the days when flag pole sitters were a fad—was reported by two other stations. Don French of KTSA San Antonio, Tex., seated himself on a high perch above a downtown motor company and reported that he plans to stay there "until KTSA is first in ratings, mornings and afternoons, in San Antonio."

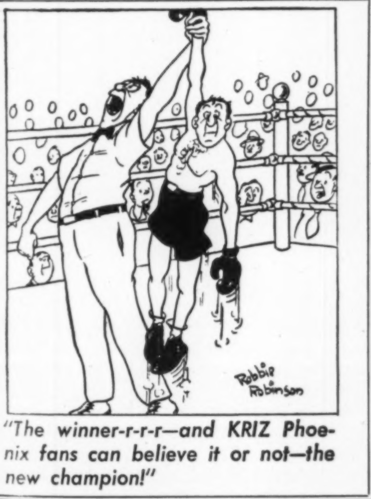
"Come Down From Your Ivory Tower" was the theme of a week-long promotion by KSOO Sioux Falls, S. D., Disc Jockey Bob Helgeson vowed to keep playing records from his "ivory tower" on the marquee of a large department store until someone guessed a magic word. Tie-ins with the Ivory Soap Co., the store and other merchants provided the winner with cash and merchandise gifts.

MR. ALBY

MR. MONROE

CJAD MOBILE READY TO ROLL

WITH its new mobile unit, CJAD Montreal believes it has a studio adequate to cover all outdoors. The unit, custom built by McCurdy Radio Industries Ltd. of Toronto on a GMC truck chassis, has standard mobile equipment with a good many plusses. There are, in addition to mobile telephone and shortwave link to CJAD studios, two tape recording and record playing channels, self-contained power supply, monitoring, talkback and cueing facilities. The CJAD rolling studio has a 30 w public address system, fans for summer, heavy duty heaters for winter, emergency power for floodlights, 300-ft. microphone cables and a special roof platform.



"The winner-r-r-r—and KRIZ Phoenix fans can believe it or not—the new champion!"

NBC SPOT CHARTS EASY DEALS

FOR those in the broadcast business who deal daily with starting and expiration dates of contracts, NBC Spot Sales is circulating a new "Radio-Tv Time Contract Chart." A pull tab insert next to a standard calendar indicates any date to June 30, 1958, when a contract that is 1 to 52 weeks in length will expire. A little more than pencil length and about three inches wide, the chart is handy for the desk. NBC Spot Sales lists tv and radio stations it represents on the reverse side of the chart.

WMCA AIRS 'LIBERTY' QUOTES

WMCA New York has launched a new nightly program series designed to highlight events associated with American freedom. The broadcasts, which begin at 2 a.m. EDT and last from two to five minutes, are based on commemorative readings from the book, *Almanac of Liberty*, by Associate Justice of the Supreme Court William O. Douglas.

NBC-TV DAYTIME 'DOUGH' SHOW

NBC-TV will present *Tic Tac Dough*, new Monday-Friday audience participation program featuring Jack Barry (12 Noon-12:30 p.m. EDT) in the time period currently occupied by *Feather Your Nest*, starting July 30.

338,100 Families

with a net E.B.I. of $1,793,-518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).

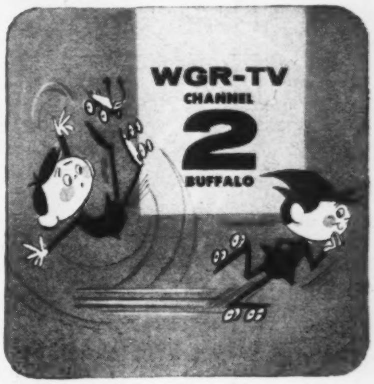
CBS FOR THE

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL



Western New York's

Favorite Twosome

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

MILESTONES
for August

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the August package commemorates a special event of national importance:

"HOW ARE YOU TODAY?"
(General Health Outlook)
August 1, 1956

"THE FRIENDLY ATOM"
(In Peaceful Pursuits)
August 8, 1956

"THE COMPLEAT WALTON"
Izaak Walton
Born: August 9, 1593

"BULWARK AGAINST DISTRESS"
(Birth of Social Security)
August 14, 1935

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

what's got all the news & flies?

B•T via air mail

See page 119

WDSU HAS GLASS ROVING UNIT

IF old saws mean anything, WDSU New Orleans won't be throwing stones anytime soon. The station's especially designed, new mobile studio features three glass walls, taking up half of its total 35-foot length. The unit, champagne-launched by Robert E. Eastman, executive vice president of John Blair & Co., station representative, already houses two daily shows. It contains complete broadcasting facilities, and features a 30-ft. sign circling its top carrying call letters and kilocycles. Space is provided on the outside for signs identifying programs originating from the roving studio.

KSJO BULLETINS AUTO MISHAPS

CALIFORNIA motorists approaching the scene of an accident get early warning to go slow if their radios are tuned to KCJO San Jose. The station, in cooperation with the California Highway Patrol, is broadcasting these warnings immediately after accidents occur. The patrol telephones accident bulletins to KSJO in an effort to prevent compound traffic mishaps.

WGY GETS THEM GOING, COMING

GOING in for long, drawn-out promotion ideas is WGY Schenectady, which has placed a pair of 100-ft. long billboards alongside New York State Thruway at Kingston and Utica, thus catching the eyes of motorists traveling the 180-mile stretch of expressway serviced by the Schenectady station's 50 kw signal. The 100 x 25 ft. signs, standing 500 ft. off the pavement, advise motorists "for latest weather, Thruway conditions, tune WGY, 810 on your radio dial."

NEWSMAN TURNS MEDIATOR

WTVJ (TV) Miami sent News Director Ralph Renick to Delray Beach, Fla., to cover a racial conflict and he ended up serving as organizer and mediator for a series of meetings which brought an end to the town's 45 days of tension.

The conflict began in May when a group of Negroes shunned a 100-ft. stretch of beach set aside for them and attempted to use the mile-long municipal beach of the city of 8,500 (3,400 Negroes). The city commission declared the municipal beach off-limits to Negroes and on June 5 passed a resolution seeking to exclude the Negro area from the city's limits.

That is the way the situation stood when newsman Renick arrived and discussed the problems with civic leaders. In the next four days, he organized and attended 15 different meetings on the racial problem. On the fourth night he arranged and moderated a special meeting between commissioners and Negro civic leaders. An agreement was signed on the spot, calling for the immediate construction of a Negro swimming pool, dropping of the "exclusion" action and appointment of a five-man committee to obtain a suitable beach for the Negroes.

"It is more than anyone had hoped for," said Mayor Mike Yargates. . . . "Delray Beach owes Ralph Renick and ch. 4 (WTVJ) a debt of gratitude." The entire story was presented on WTVJ in a half-hour show entitled "The Beach at Delray—Florida's Segregation Dispute."

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Louisville, Ky.—Sarkes Tarzian Inc.'s application seeking cp for new tv to operate on ch. 21 returned. (Channel presently assigned to WKLO-TV.) Announced July 9.

Greenfield, Mass.—Springfield Tv Bcstg. Corp. granted uhf ch. 58 (734-740 mc); ERP 18.2 kw vis., 9.77 kw aur.; ant. height above average terrain 500 ft., above ground 172 ft. Estimated construction cost $50,360, first year operating cost $90,000, revenue $100,000. Post office address 17 Pearl St., Springfield, Mass. Trans. location Shelburne Falls. Geographic coordinates 42° 36′ 50″ N. Lat., 72° 39′ 30″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George R. Townsend, Springfield. Springfield is licensee of **WWLP (TV) Springfield.** Station will operate as satellite of WWLP (TV). Granted July 5.

Reno, Nev.—Ettlinger Bcstg. Corp.'s application seeking cp for new tv to operate on ch. 4 returned. (Channel presently assigned to KAKJ [TV].) Announced July 9.

Portland, Ore.—Salem Television Co.'s application seeking cp for new tv to operate on ch. 3 in Salem returned. (Channel presently assigned to KSLM-TV.) Announced July 10.

APPLICATION

Eureka, Calif.—Carrol R. Hauser, vhf ch. 13 (210-216 mc); ERP 3.326 kw vis., 1.95 kw aur.; ant. height above average terrain *minus* 93 ft., above ground 214 ft. Estimated construction cost $92,532.42, first year operating cost $84,000, revenue $96,000 Post Office address P. O. Box 1015 Eureka, Calif. Studio location Eureka. Trans. location Eureka. Geographic coordinates 40° 48′, 05″ N. Lat., 124° 07′, 31″ W. Long. Trans. and ant RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc., San Francisco. Mr. Hauser is licensee of **KHUM Eureka, Calif.,** and 45% owner of **KVEN Ventura, Calif.** Filed July 5.

PETITION

Pacific Television Inc., Coos Bay, Ore.—Petitions FCC requesting amendment of Sec. 3.606 of Rules so as to allocate ch. 11 to Coos Bay in lieu of ch. 25 as presently requested. (Original petition filed 4-13-56.) Announced July 6.

PETITION DISMISSED

KPQ Wenatchee, Wash.—Petition seeking amendment of Sec. 3.606 of Rules so as to provide for re-allocation of ch. 18 from Bellingham to Wenatchee, Wash., and substitute ch. 46 for 18 in Bellingham, Wash., dismissed at request of petitioner. Announced July 6.

Existing Tv Stations . . .

ACTIONS BY FCC

WTVH (TV) Peoria, Ill.—Granted mod. of cp to change ERP to 186 kw vis., 100 kw aur., and make ant. and other equipment changes. Granted July 5.

WEHT (TV) Henderson, Ky.—Granted mod. of cp to change ERP to 155 kw vis., 83.2 kw aur., and make other equipment changes. Granted July 5.

KTVQ (TV) Oklahoma City, Okla.—FCC denied waiver of and returned resubmitted request for STA to operate in Oklahoma City on ch. *11, which is assigned to Tulsa for noncommercial educational use. KTVQ, now off the air, is permittee on ch. 25. Oklahoma Educational Television authority has cp for KOED-TV on ch. 11 in Tulsa. (FCC on Feb. 1 denied similar request by KTVQ.) Action July 5.

PETITION

KVDO (TV) Corpus Christi, Tex.—Petitions FCC requesting amendment of Sec. 3.606 of Rules so as to make following changes: (A) Redesignate ch. 6 or 10 as educational reservation in Corpus Christi and make ch. 16 available for commercial operation. (B) in alternative, reassign ch. 6 and/or ch. 10 as follows: 1. Delete ch. 6 from Corpus Christi and assign it to one of following cities in Texas: Uvalde, La Pryor, Carrizo Springs or Crystal City; 2. delete ch. 10 from Corpus Christi and assign it to one of following cities in Texas: Palacios, Port Lavaca, Matagordo, Bloomington or Placedo (sometimes referred to as Placid Junction). Announced July 6.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Station Authorizations, Applications

(As Compiled by B • T)

July 5 through July 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through July 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,873	3,021	154	276	117
Fm	521	547	28	11	0

FCC Commercial Station Authorizations

As of June 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,871	519	186
Cps on air	25	11	310
Cps not on air	124	16	113
Total authorized	3,020	546	609
Applications in hearing	173	1	132
New station requests	274	10	43
New station bids in hearing	115	0	85
Facilites change requests	154	6	35
Total applications pending	964	71	398
Licenses deleted in June	0	2	0
Cps deleted in June	2	0	2

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through July 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	360	94	454[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	323	312	635[1]
Noncom. Educational	22	20	42[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,002	337	785	554	1,340[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,063	337	819	581	1,400[5]

---

[1] 169 cps (33 vhf, 136 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 42 already granted.

[5] Includes 677 already granted.

APPLICATIONS

WTVH (TV) Peoria, Ill.—Seeks mod. of cp (which authorized new tv) to change ERP to 186.2 kw vis., 100.5 kw aur., and make ant. and other equipment changes. Filed July 5.

WPTZ (TV) North Pole, N. Y.—Seeks mod. of cp to change corporate name from Great Northern Television Inc. to Rollins Bcstg.-Telecasting of New York Inc. Filed July 9.

WAVY-TV Portsmouth, Va.—Seeks mod. of cp to make slight change in trans. location (no change in description other than coordinates). Filed July 9.

WEAU-TV Eau Claire, Wis.—Seeks cp to make changes in facilities of existing tv: change ERP from 144 kw vis., 72.4 kw aur., to 308 kw vis., 154 kw aur., install new ant. system, and make other equipment changes. Filed July 10.

WISN-TV Milwaukee, Wis.—Seeks cp to specify studio location as 759 N. 19th St., Milwaukee. Filed July 10.

APPLICATIONS RESUBMITTED

KGVO-TV Missoula, Mont.—Resubmits application seeking mod. of cp to change ERP to 190 kw vis., 95 kw aur. Resubmitted July 9.

New Am Stations . . .

ACTIONS BY FCC

Little Rock, Ark.—Ebony Radio granted 1440 kc, 1 kw D. Post office address Box 3127, Jackson, Miss. Estimated construction cost $16,222.60, first year operating cost $48,000, revenue $60,000. Ebony is wholly-owned by **John M. McLendon,** 50%owner of **WNLA Indianola, Miss.,** 50% owner of **WOKJ Jackson, Miss.,** and gen. manager of **WKDL Clarksdale, Miss.** Granted July 5.

New Haven, Conn.—1360 Bcstg. Co.'s application seeking cp for new am to be operated on 1260 kc, 1 kw D, dismissed at request of attorney. Action July 5.

J. E. Willis, Lafayette, Ind.; Crawfordsville Broadcasters Inc., Crawfordsville, Ind.—FCC designated for consolidated hearing applicatons for new am station to operate on 1410 kc, 1 kw D; made **WIRE Indianapolis, Ind.,** party to proceeding. In event application of Willis is granted, he shall be responsible for installation and adjustment of suitable filter circuits, or other equipment as may be necessary to prevent interaction between proposed ant. system and ant. system of **WBAA West Lafayette.** Action July 5.

Madisonville, Ky.—Hopkins County Broadcasters granted 1310 kc, 500 w D. Post office address 342 N. Seminary St., Madisonville. Estimated construction cost $36,000. Principals are **Evers Mick** (55%), chief engineer **WFMW-AM-FM Madisonville,** and **Conway M. Smith** (45%), chief engineer, **WMTA Central City, Ky.** Granted July 5.

Jonesville, La.—Old South Bcstg. Co. granted 1480 kc, 500 w D. Post office address P. O. Box 54, Natchez, Miss. Estimated constructon cost $11,082, first year operating cost $22,000, revenue $28,000. Old South is owner of **WNAT Natchez.** Granted July 5.

Holdrege, Neb.—W W Bcstg. Co. granted 1380 kc, 500 w D. Post office address Box 144, York, Neb. Estimated construction cost $10,179, first year operating cost $36,418, revenue $44,029. Principals are Pres. **William C. Whitlock** (50%), former vice pres.-gen. mgr.-24% owner **KAWL York** and presently self-employed in sales work, and Secy.-Treas. **Betty Rae Whitlock** (50%), former KAWL employe, presently housewife. Granted July 5.

Albuquerque, N. M.—David M. Segal's application seeking cp for new am to be operated on 1270 kc, 500 w D, dismissed at request of applicant. Action July 5.

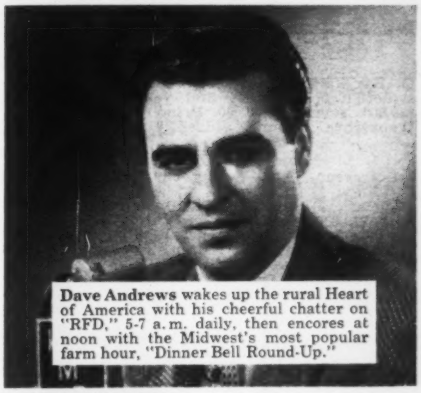
Babylon, N. Y.—FCC designated for hearing application for new am to operate on 1440 kc, 500 w D; made **WNJR Newark, N. J.,** and **WBIS Bristol, Conn.,** parties to proceeding. Action July 5.

Oneida, N. Y.—John Jacob Geiger granted 1600 kc, 1 kw D. Post office address 54 Clayton Ave., Waynesboro, Pa. Estimated construction cost $14,095, first year operating cost $25,000, revenue $30,000. Mr. Geiger is program director, **WAYZ Waynesboro.** Granted July 5.

Salt Lake City, Utah—Dale R. Curtis granted 1570 kc, 500 w. Mr. Curtis holds business interests. (Upon consideration of protests to March 8 grant to Mr. Curtis for 1470 kc, 1 kw, FCC designated application for hearing. On May 31 application was amended to specify present facilities, hearing cancelled, protests dismissed and application was returned to processing line.) Action July 5.

Chelan, Wash.—Lake Chelan Bcstg. Corp. granted 1220 kc, 1 kw D. Post office address P.

WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



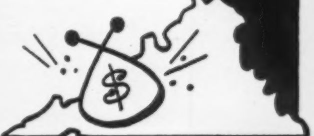
Dave Andrews wakes up the rural Heart of America with his cheerful chatter on "RFD," 5-7 a.m. daily, then encores at noon with the Midwest's most popular farm hour, "Dinner Bell Round-Up."

LISTEN the New Sound of
KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

the station that made
ROANOKE
VIRGINIA'S
NO. 1
TV MARKET
73.2%
station share of sets . . . (ARB)
WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC
Represented Nationally—Avery-Knodel, Inc.

O. Box 1510, Wenatchee, Wash. Estimated construction cost $13,185, first year operating cost $30,000, revenue $36,000. Principals own **KWNW Wenatchee.** Granted July 5.

APPLICATIONS

Evergreen, Ala.—Evergreen Bcstg. Co., 1470 kc, 1 kw D. Post office address % Clayton W. Mapoles, Milton, Fla. Estimated construction cost $19,200, first year operating cost $30.000, revenue $36,000. Sole owner **Clayton W. Mapoles** is owner of **WEBY Milton, Fla.,** and **WFNM DeFuniak Springs, Fla.** Filed July 5.

Mobile, Ala.—Thomas Carr, 1600 kc, 1 kw D. Post office address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $12,000, first year operating cost $60,000, revenue $70,000. Mr. Carr is applicant for new am at Daytona Beach, Fla. Filed July 10.

Panama City Beach, Fla.—Regional Bcstg. Co., 1400 kc, 250 w unl. Post office address P. O. Box 794, Jonesboro, Ark. Estimated construction cost $15,600, first year operating cost $48,000, revenue $66,000. Principals include equal owners **Harold E. King** and **Helen W. King,** owners of **KBTM-AM-FM Jonesboro, Ark.,** and **KGHI Little Rock, Ark.** Application for transfer of control of tv cp (KBTM-TV) to Central South Sales, pending at FCC. Filed July 9.

Ocilla, Ga.—Irwin Ben Hill Bcstg. Co., 1430 kc, 5 kw D. Post office address % B. I. Anderson, Fitzgerald, Ga. Estimated construction cost $28,-295, first year operating cost $36,000, revenue $48,000. Principal is 99.6% owner **B. I. Anderson,** business interests. Filed July 11.

New Bedford, Mass.—New Bedford Bcstg. Co., 1230 kc, 100 w unl. Post office address % Jack C. Salera, 25 7th St., Providence 6, R. I. Estimated construction cost $7,648.49, first year operating cost $19,000, revenue $46,000. Sole owner **Jack C. Salera** owns 32% of **WNRI Woonsocket, R. I.,** 50% of Neighborly Bcstg. Co., applicant for new am at Cranston, R. I., and is owner of South County Bcstg. Co., applicant for new am at Wakefield, R. I. Filed July 5.

Fallon, Nev.—Churchill County Broadcasters, 1240 kc, 250 w unl. Post office address Fallon. Estimated construction cost $1,500, first year operating cost $24,000, revenue $36,000. Sole owner **Charles E. Halstead Jr.** is owner of **KDIA Auburn, Calif.** Filed July 9.

Rockwood, Tenn.—Roane Bcstg. Co., 580 kc, 500 w D. Post office address Rockwood. Estimated construction cost $29,779.66, first year operating cost $34,752, revenue $48,736. Principals are equal partners **Herman Spivey,** vice pres.-stockholder at **WBMC McMinnville, Tenn.,** and **Ray Spivey,** Herman Spivey's son. Filed July 9.

El Paso, Tex.—Robert L. Howsam, 1150 kc, 1 kw D. Post office address % Denver Baseball Club, Bears Stadium, W. 20th Ave. at Decatur St., Denver. Estimated construction cost $18,-715, first year operating cost $36,000, revenue $45,000. Mr. Howsam holds interest in **KTLN** Denver and owns 30% of Denver Bears. Filed July 5.

Ripon, Wis.—Central Wisconsin Co., 1600 kc, 5 kw D. Post office address 735 N. Water St., Milwaukee, Wis. Estimated construction cost $54,356.33, first year operating cost $50,000, revenue $55,000. Principals include Pres. **Miriam B. Monroe** (6.25%), Vice Pres. **John F. Monroe Jr.** (31.25%), Secy. **Mary Ellen M. Schmitz** (31.25%), and **Margaret Joanne Monroe** (31.25%). Filed July 11.

APPLICATIONS AMENDED

Phoenix, Ariz.—David M. Segal's application seeking cp for new am to operate on 790 kc, 500 w D, amended to change frequency to 740 kc and make changes in ant. system. Amended July 11.

Phoenix, Ariz.—Q Bcstg. Co.'s application seeking cp for new am to be operated on 740 kc, 1 kw D, amended to change ant.-trans. location to about 6 miles south-southwest of Phoenix business district; change studio location "to be determined," Phoenix; install DA, and make changes in ant. and ground system. Amended July 5.

Sanford, Fla.—Sanford Bcstg. Co.'s application seeking cp for new am to be operated on 1270 kc, 500 w D, amended to change frequency to 1360 kc; change ant.-trans. location; make changes in ant. system, and change ground system. Amended July 5.

Huntington, Ind.—Huntington Valley Broadcasters' application seeking cp for new am to operate on 1300 kc, 500 w D, DA, amended to change ant.-trans, and studio location to E. Taylor and Broadway Sts., Huntington, and make changes in DA pattern. Amended July 11.

Corinth, Miss.—Triangle Bcstg. Co.'s application seeking cp for new am to operate on 1330 kc, 500 w D, amended to change frequency to 1350 kc. Amended July 9.

Albuquerque, N. M.—Western Bcstg. Co.'s application seeking cp for new am to be operated on 960 kc, 1 kw D, amended to change frequency to 1380 kc. Amended July 11.

Newark, N. Y.—Radio Wayne County Inc.'s application seeking cp for new am to be operated on 1420 kc, 500 w D, amended to make changes in stockholders. Amended July 5.

Salamanca, N. Y.—Cattaraugus Bcstg. Service's application seeking cp for new am to be operated on 1590 kc, 1 kw D, amended to change ant.-trans. and studio location to Killbuck Rd., Township of Grant Valley; N. Y. Amended July 11.

East Spokane, Wash.—Robert D. Rapp's application seeking cp for new am to operate on 1380 kc, 1 kw D, amended to change station location to Spokane, Wash., and increase power to 5 kw. Amended July 9.

Honolulu, Hawaii—James T. Ownby's application seeking cp for new am to be operated on 1250 kc, 5 kw unl., amended to change frequency to 1270 kc. Amended July 5.

Existing Am Stations . . .

ACTIONS BY FCC

KPOK Scottsdale, Ariz.—Granted mod. of cp to change ant.-trans. location to E. Thomas Rd. at Cross Cut Canal; change studio location to 4547 N. Scottsdale Rd., and operate trans. by remote control from studio. Conditioned that immediately upon commencement of transmission of regular programs by KPOK, Richard B. Gilbert divest himself of all connections direct or indirect with **KTYL Mesa, Ariz.** Granted July 3.

KAVL Lancaster, Calif.—Granted change in facilities from 1340 kc, 250 w unl., to 610 kc, 500 w, 1 kw-LS. Engineering conditions. Granted July 5.

WELI New Haven, Conn.—Granted change in D power from 1 kw to 5 kw, continuing on 960 kc, 1 kw N. Engineering condition. Granted July 5.

WJSB Crestview, Fla.—Granted change of facilities from 1490 kc, 250 w unl., to 1050 kc, 1 kw D. Granted July 5.

WRDW Augusta, Ga.—Granted mod. of license to change studio location and remote control point to Georgia and Observatory Ave., North Augusta, S. C. Granted July 6.

WKYV Harlan, Ky.—Cp for new am to operate on 1410 kc, 1 kw D, dismissed and call letters deleted. Action July 5.

WBOC Salisbury, Md.—FCC waived Sect. 3.24 (b) (7) of blanketing rules and granted change in D power from 1 kw to 5 kw and change from DA-N to DA-2, continuing on 960 kc with 1 kw N. Engineering conditions. Granted July 5.

WEIM Fitchburg, Mass.—Granted change in D power from 1 kw to 5 kw and change from DA-N to DA-2, continuing on 1280 kc, 1 kw N. Engineering condition. Granted July 5.

KIYI Shelby, Mont.—Granted change in facilities from 1240 kc, 250 w unl., to 1150 kc, 500 w, 1 kw LS. Engineering conditions. Granted July 5.

KMIN Grants, N. M.—Granted mod. of cp to specify studio location as southwest corner of intersection of State Rd. #53 and Zuni Canyon Rd. (same as trans.). Granted July 6.
section of State Rd. #53 and Zuni Canyon Rd.

KFJM Grand Fork, N. D.—Granted change in facilities from 1440 kc. 500 w, to 1370 kc, 1 kw D. Trans. to be operated by remote control from main studio; license will not be issued until **KILO Grand Forks** has been issued license to cover cp. Granted July 5.

WWBC Bowling Green, Ohio—Granted permission to sign-off at 6:45 p.m. through September. Granted July 6.

KZUN Opportunity, Wash.—Granted permission to sign-off at 7:00 p.m. during July. Granted July 6.

WKNA Charleston, W. Va.—Granted mod. of license to change studio location to Garfield Ave., Bownemont, W. Va. Granted July 6.

KUAM Agana, Guam—Granted cp to make changes in ant. system. Granted July 2.

APPLICATIONS

KRUX Glendale, Ariz.—Seeks cp to change frequency from 1340 kc to 1360 kc; increase power from 250 w to 500 w N, 5 kw D; install DA-N, and change ant.-trans. and studio location. Filed July 9.

KWBR Oakland, Calif.—Seeks cp to change ant.-trans. location; make changes in ant. and ground system, and operate trans. by remote control from 327 22nd St., Oakland (studio location). Filed July 5.

KSDO San Diego, Calif.—Seeks cp to increase D power from 5 kw to 10 kw. Filed July 9.

KGDM Stockton, Calif.—Seeks cp to increase power from 5 kw to 50 kw; change from employing DA-N to DA-1, and change ant.-trans. location. Filed July 5.

WRMF Indialantic-Melbourne, Fla.—Seeks mod. of cp to change ant.-trans. and station location from Indialantic-Melbourne to Titusville, Fla. Filed July 5.

WRDW Augusta, Ga.—Seeks mod. of license to change studio location and remote control point. Filed July 5.

WJKO East Longmeadow, Mass.—Seeks cp to replace expired cp which authorized change in ant.-trans. and studio location. Filed July 11.

WSAR Somerset, Mass.—Seeks cp to replace expired cp which authorized changes in DA-N pattern. Filed July 5.

KUOM Minneapolis, Minn.—Seeks cp to change ant.-trans. location; utilize combined am and tv tower, and make changes in ant. and ground system. Filed July 11.

WOKJ Jackson, Miss.—Seeks cp to increase power from 1 kw to 5 kw and make changes in ant. system. Filed July 5.

WOND Pleasantville, N. J.—Seeks authority to determine operating power by direct measurement of ant. power. Filed July 10.

KMIN Grants, N. M.—Seeks mod. of cp (which authorized new am) to specify studio location as southwest corner of intersection of State Rd. #53 and Zuni Canyon Rd., Grants (same as trans.). Filed July 5.

KSEM Moses Lake, Wash.—Seeks cp to replace expired cp which authorized change in frequency; increase in power; installation of DA-N, and change in ant.-trans. location. Filed July 5.

KZUN Opportunity, Wash.—Seeks cp to change frequency from 1270 kc to 630 kc and make changes in ground system. Filed July 5.

WKNA Charleston, W. Va.—Seeks mod. of license to change studio location to Garfield Ave., Bownemont, W. Va. (WKNA-TV studios). Filed July 5.

APPLICATION AMENDED

KGAY Salem, Ore.—Application seeking cp to increase power from 1 kw to 5 kw and change studio location amended to change name to KGAE Inc. Amended July 11.

APPLICATIONS RESUBMITTED

WCHB Inkster, Mich.—Resubmits application seeking mod. of cp (which authorized new am) to change ant.-trans. location. Resubmitted July 11.

WTCS Fairmont, W. Va.—Resubmits application seeking authority to determine operating power by direct measurement of ant. power. Resubmitted July 10.

New Fm Stations . . .

ACTIONS BY FCC

Colorado Springs, Colo.—School District #11 in County of El Paso and State of Colorado granted 90.5 mc. 610 w. Post office address 406 N. Weber St., Colorado Springs. Estimated construction cost $11,650. Station is for non-commercial purposes. Granted July 5.

Chicago, Ill—de Hann Hi-Fi Inc. granted 95.5 mc, 30 kw unl. Post office address 1655 W. 79th St., Chicago. Estimated construction cost $15,000, first year operating cost $27,600, revenue $36,000. Principals include Pres. **James de Hann** (80%), hi-fidelity equipment and records dealer; Vice Pres. **Abel J. de Hann** (4%), attorney, and Secy. **Dorothy de Hann** (16%), housewife, Granted July 5.

APPLICATION

Santa Barbara, Calif.—Cameron A. Warren, 106.9 mc., 17.5 kw unl. Post office address 2919 De La Vina St., Santa Barbara. Estimated construction cost $8,900, first year operating cost $6,000, revenue $5,000. Mr. Warren is former automobile dealer. Filed July 5.

Existing Fm Stations . . .

ACTIONS BY FCC

WNBF-FM Binghamton, N. Y.—Granted mod. of

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

cp to change ERP to 4.6 kw; change ant. height to 950 ft.; change studio location to One Henry St., and make changes in ant. system. Granted July 5.

WBOE (FM) Cleveland, Ohio—Application seeking cp to make changes in licensed station returned. (Improperly filed.) Action July 11.

APPLICATION

WCAU-FM Philadelphia, Pa.—Seeks mod. of application for SCA to add simplex. Filed July 5.

Ownership Changes . . .

ACTIONS BY FCC

KLRA Little Rock, Ark.—Granted assignment of license to WTCR Inc. for $162,500. Sole owner is **Connie B. Gay**, who also holds business interests. WTCR Inc. is licensee of **WTCR Ashland, Ky.** Granted July 5.

WGTH Hartford, Conn.—Granted assignment of license to Tele-Broadcasters of Connecticut Inc. for $240,000. Tele-Broadcasters of Connecticut is owned by Tele-Broadcasters Inc., owner of **WKXL Concord, N. H.; WARE Ware, Mass.; WKXV Knoxville, Tenn.**; Heart of America Broadcasters, owner of **KUDL Kansas City, Mo.**, and Tele-Communications Inc. Granted July 5.

WTOP-AM-FM-TV Washington, D. C.—Granted voluntary assignment of license to The Washington Post Co. Corporate change. Granted July 3.

WLAQ Rome, Ga.—Granted assignment of license to **C. L. Graham** for $17,000. Mr. Graham is owner of **WETO Gasden, Ala., WANA Anniston, Fla.**, and **WPID Piedmont, Ala.** Granted July 5.

KAYS Hayes, Kan.—Granted asquisition of positive control of licensee corporation by **Ross Beach** for $85,000. Mr. Beach plans to sell **Robert E. Schmidt** 49.4% interest. Interests will be Mr. Beach, 50.06%, Mr. Schmidt, 49.4%. Granted July 2.

WIDE Biddeford, Me.—Granted assignment of license to **Victor C. Diehm, Arthur A. Deters, Kathryn E. Kahler, George D. Lummis, Thomas A. Tito, Robert J. Sacco, Anthony J. Hogg,** and **Harry L. Magee** for $45,000. Percentage of stock is as follows: **Victor Diehm** (51%), **Arthur A. Deters** (8%), **George D. Lummis** (5%), **Kathryn E. Kahler** (8%), **Harry L. Magee** (8%), **Anthony F. Hogg** (5%), **Thomas A. Tito** (5%), and **Robert J. Sacco** (10%). Granted July 5.

KWLT Lebanon, Mo.—Granted voluntary acquisition of negative control of licensee corp. by **O. R. Wright** through purchase of stock from **Frances R. Fields.** Mr. Wright, general mgr.-33.3% owner of Lebanon Publishing Co., will hold 50% interest. Granted July 2.

KUON-TV Lincoln, Neb.—Granted assignment of cp from **Byron J. Dunn,** trustee, to **U. of Nebraska.** Corporate change only. Granted July 5.

WSKN Saugerties, N. Y.—Granted transfer of control of permittee corporation to **Harold S. F. Bates,** et al. Granted July 5.

WMTR Morristown, N. J.—Application seeking involuntary transfer of control through death of James R. Croy returned. (Unnecessary.) Action July 5.

WBUX Doylestown, Pa.—Granted assignment of license to **James Stolcz** for $50,000. Mr. Stolcz is 62% owner of **WNLK Norwalk, Conn.** Granted July 5.

WHOD Homestead, Pa.—Granted transfer of control to Dynamic Bcstg. Inc. for $163,209. Principals are Pres. **Leonard E. Walk** (50%), manager of WHOD; **James H. Rich** (25%), 50% partner in Friedman & Rich, Pittsburgh adv. agency, and **Bernard M. Friedman** (25%), 50% partner in Friedman & Rich. Granted July 5.

WAKU Latrobe, Pa.—Granted assignment of license to WAKU Inc. for $47,000. Principals are Pres. **Harry P. Reed,** 14.28%, business interests; Vice Pres. **William J. Thomas** (54.34%), secy.-20% owner of **WNCC Barnesboro, Pa.,** vice pres.-16% owner of **WDAD Indiana, Pa.,** and pres.-58% owner of **WPTX Lexington Park, Md.,** and others, all holding less than 8%. Granted July 5.

KIHO Sioux Falls, S. D.—Granted assignment of license to Ware Bcstg. Corp. for $20,000. Principal **Leslie P. Ware** owns **KLPW Union,** has minority interest in **KGHM Brookfield,** and owns **KNIM Marysville,** all Mo. Granted July 5.

KMUL Muleshoe, Tex.—Granted assignment of cp to **John Burroughs** and **Leola Randolph** for $15,267.18 and assumption of debts amounting to $4,732.18. Granted July 5.

KRWS Post, Tex.—Granted assignment of license to KRWS Broadcasters. Sole owner **Wallace Simpson** is selling 25% interest to his general mgr. **Bob Garrison** for $5,000. Granted July 3.

KIWW San Antonio, Tex.—Granted transfer of control from **Joe Olivares** to **Robert N. Pinkerton** and **Edgar B. Pool** for $125,000. Simultaneously granted is application for incorporation of station into KIWW Inc. Mr. Pinkerton, 22.67% owner of **KTXN Austin, Tex.,** and 80% owner of **WBGE Atlanta, Ga.,** will hold 60%. Mr. Pool, 25% owner of **KIFN Phoenix, Ariz.,** will hold 30%. Other 10% will be held by **Lone Star Investment Co.** Granted July 5.

WATW Ashland, Wis.—Granted assignment of license to WATW Inc. for $55,000. Principals are Pres. **Eugene A. Halker** (33.3%); Secy. Treas. **Gordon F. Schluter** (33.3%); Vice Pres. **Norman C. Hoefferle** (20%); and Vice Pres. **Terry E. Trott** (13.4%). (See Park Falls, Wis., grant.) Granted July 5.

WPFP Park Falls, Wis.—Granted assignment of license to Northland Bcstg. Co. **Norman C. Hoefferle** is buying 10.3% interests for $3,000 and **Terry E. Trott** 6.9% interest for $2,000. Principals will be **Eugene A. Halker** (41.4%); **Gordon F. Schluter** (41.4%); **Norman C. Hoefferle** (10.3%), and **Terry E. Trott** (6.9%). Granted July 5.

WENA Bayamon, P. R.—Granted transfer of control to **Dr. A. Diaz Atiles** and **Gustavo Diaz Atiles** for $43,250. Transferees are equal partners with **D. Diaz Alejandro,** who is transferor. Granted July 3.

APPLICATIONS

WILD Birmingham, Ala.—Seeks transfer of control of license corporation from **Sherwood R. Gordon** to Gordon Bcstg. Co., Corporate change. Filed July 5.

KFSA Fort Smith, Ark.—Seeks assignment of license to Fort Smith Bcstg. Corp. Corporate change. Filed July 11.

KVEN Ventura, Calif.—Seeks transfer of control of licensee corporation to **Carroll R. Hauser, John P.** and **Genevieve Hearne, Caroline Burke, Jack L.** and **Alyce N. Powell,** and **Sidney M. Held Jr.** Filed July 5.

KFML-AM-FM Denver, Colo.—Seeks assignment of license to Note Bcstg. Co. Corporate change. Filed July 9.

WNTM Vero Beach, Fla.—Seeks assignment of license to WNTM Inc. Corporate change. Filed July 5.

WOPT (TV) Chicago, Ill.—Seeks assignment of cp to Television Exhibitors of America Inc. Consideration is 7,500 shares of Television Exhibitors Class B stock. Television Exhibitors is owned by Lou Poller. Filed July 5.

WEGA Newton, Miss.—Seeks assignment of license to Newton Bcstg. Co. for $8,300 cash plus assumption of $8,700 in obligations to Gates Radio & Utility Tower Co. Principals are **E. O. Roden** (40%), owner of **WBIP Boonville, Miss.,** 30% owner of **WTUP Tupelo, Miss.,** 50% owner of **WAZF Yazoo City, Miss.,** 50% owner of **WSUH Oxford, Miss.,** and 50% owner of **WMPA Aberdeen, Miss.; James E. Reese** (20%), 25% owner of WMPA and general manager of WTUP; **W. I. Dove** (10%), 40% owner of WTUP, 17% owner of WZAF, and 17% owner of WSUH; **Zane E. Roden** (10%), and **Bruce H. Gresham** (10%), general manager of WAZF and **WCLD Cleveland, Miss.** Filed July 9.

WGBB Freeport, N. Y.—Seeks assignment of licensee corporation from **Oscar J. Nollet, Moses Hornstein, Norman F. Penny, Augustus B. Weller** and **Sidney Friedman** to Huntington-Montauk Bcstg. Co. for $100,000. Huntington-Montauk is licensee of **WGSM Huntington, N. Y.** Application for cp to move WGSM to Deer Park, N. Y., now pending at FCC. Filed July 9.

WMYN Mayodan, N. C.—Seeks assignment of cp to Mayo Bcstg. Corp. for $500. Mayo operated **WFMB-FM Mayodan** from 1949 to 1954. Filed July 5.

WERI Westerly, R. I.—Seeks transfer of control of licensee corporation from **William F. Malo Sr.** and **William F. Malo Jr.,** and families, to **Edwin B. Estabrook Jr.** for $69,000. Mr. Estabrook is former NBC-TV producer. Filed July 5.

WPFD Darlington, S. C.—Seeks assignment of license to Central Bcstg. Co. for $37,500. Central owns **WCGC Belmont, N. C.** Filed July 5.

WCDT Winchester, Tenn.—Seeks assignment of license to Franklin County Radio & Bcstg. Co. for $45,000. Franklin County Bcstg. Co., assignee, wishes to dispose of WCDT in order that **Ernest F. Richards** might withdraw his interest. Principals now will be Vice Pres. **William F. Yarbrough** (33.3%), Pres. **F. V. Frassrand** (33.3%), and Secy.-Treas. **Harry W. Sullivan** (33.3%). Filed July 10.

KSWA Graham, Tex.—Seeks assignment of license to Webb Enterprises for $30,000. Principals are equal partners **J. Earl Webb** and his brother **Gilbert T. Webb,** who have application filed at FCC seeking new am at San Saba, Tex. Filed July 5.

WPLY Plymouth, Wis.—Seeks assignment of license to WPLY Inc. for $44,000. Principals are Pres. **Milton Maltz** (47%), employe at **WKHM Jackson, Mich.**; Secy.-Treas. **Robert Wright** (47.5%), employe at WKHM, and Vice Pres. **Samuel Rieder** (5%), employe at WKHM. Filed July 5.

KMVI-AM-TV Wailuku, Hawaii—Seeks acquisition of positive control of licensee corporation by **Walter C. Cameron,** present 41.7% owner. Mr. Cameron is buying 41.267% from Maui Pineapple Co. for $30,950. Filed July 5.

Hearing Cases . . .

INITIAL DECISIONS

Spokane, Wash.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward ordering EAO-TV, an unincorporated association formerly designated as EAO-TV Inc., Entiat, Wash., and **Harris M. Thomason,** head of EAO-TV Ardenvior, Wash., and all EAO-TV's members to cease and desist (1) from operating tv booster stations without first having obtained license from FCC, (2) from conducting operation of stations without persons holding appropriate operator's license from FCC, and (3) from rebroadcasting programs or parts thereof of stations **KXLY-TV, KHQ-TV,** and **KREM-TV,** all Spokane, or any other tv station, without first obtaining authority to do so from originating station. Action July 9.

OTHER ACTION

Leesburg, Va.—FCC vacated and set aside, pending further consideration, its action of June 6 granting **Richard Field Lewis Jr.** cp for new am to operate on 1290 kc, 1 kw D, in Leesburg. There is indicated interference between Lewis' station and proposal by **WHVR Hanover, Pa.,** to increase D power to 5 kw, which is now in hearing and in which Lewis has petitioned to intervene. Action July 5.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations modifying appendix containing assignments of Mexican stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #191 May 31, 1956

570 kc

XETJ Torreon, Coahuila—Assign. of call letters. 1 kw D, 100 w N, ND, unl. Class IV. 4-31-56.

600 kc

XEEH Monterrey, Nuevo Leon—Assign. of call letters. 500 w, ND, D. Class III. 4-31-56.

650 kc

XEEK Oaxaca, Oaxaca—Assign. of call letters. 1 kw, ND, D. Class II. 4-31-56.

XEEI Los Mochis, Sinaloa—Assign. of call letters. 250 w, ND, D. Class II. 4-31-56.

XEEJ Puerto Vallarta, Jalisco—Assign. of call letters. 250 w, ND, D. Class II. 4-31-56.

660 kc

XEEL Fresnillo, Zacatecas—Assign. of call letters. 250 w, ND, D. Class II. 4-31-56.

XEEM Rio Verde, San Luis Potosi—Assign. of call letters. 100 w, ND, D. Class II. 4-31-56.

690 kc

XEEO Monterrey, Nuevo Leon—Assign. of call letters. 250 w D, 200 w N, ND, unl. Class II D, class IV N. 4-31-56.

XEEN Progreso, Yucatan—Assign. of call letters. 50 kw, ND, unl. Class II. 4-31-56.

XEEQ San Luis Potosi, San Luis Potosi—Assign. of call letters. 250 w, ND, D. Class II. 4-31-56.

760 kc

XEEG Torreon, Coahuila—Change in call letters from XETJ. 1 kw, ND, D. Class II. 4-31-56.

820 kc

XEES Santa Barbara, Chihuahua—Assign. of call letters. 1 kw, ND, D. Class II. 4-31-56.

XEET Fortin de las Flores Veracruz—Assign. of call letters. 1 kw, ND, D. Class III. 4-31-56.

XEEU Tepic, Nayarit—Assign. of call letters. 1 kw, ND, D. Class II. 4-31-56.

870 kc

XEEV Villahermosa, Tabasco—Assign. of call letters. 1 kw, ND, D. Class II. 4-31-56.

920 kc

XEEX Culiacan, Sinaloa—Assign. of call letters. 5 kw, DA-N, unl. Class III. 4-31-56.

XEEY Ensenada, Baja California—Assign. of call letters. 250 w, ND, D. Class IV. 4-31-56.

MISSOURI
GOES
GATES
MISSIS
N.MEXICO
ILLINOIS
NEV
COLORADO
NEW YORK
CKY
N.C.
MOST AM BROADCAST TRANSMITTERS IN USE

970 kc

XEEZ Caborca, Sonora—Assign. of call letters, 250 w D, 100 w N, unl. Class IV. 4-31-56.

1080 kc

XEGO Irapuato, Guanajuoto—Assign. of call letters. 1 kw, ND, D. Class II. 4-31-56.

1100 kc

XEGP Cosamaloapan, Veracruz—Assign. of call letters. 1 kw, DA-N, unl. Class II. 4-31-56.

1110 kc

XEGO San Luis de la Paz, Guanajuato—Assign. of call letters. 500 w, ND, D. Class II. 4-31-56.

1160 kc

XEGR Coatepec, Veracruz—Assign. of call letters. 1 kw, DA-N, unl. Class II. 4-31-56.

1170 kc

XEGV Nogales, Sonora—Assign. of call letters. 250 w, ND, D. Class II. 4-31-56.

1240 kc

XEHC Ensenada, Baja California—Assign. of call letters. 100 w, ND, unl. Class IV. 4-31-56.

1270 kc

XEHN Nogales, Sonora—Assign. of call letters. 250 w D, 100 w N, ND, unl. Class IV. 4-31-56.

1280 kc

XEHS Los Mochis, Sinaloa—Assign. of call letters. 250 w, ND, unl. Class IV. 4-31-56.

1300 kc

XEHU Martinez de la Torre, Veracruz—Assign. of call letters. 250 w D, 100 w N, ND, unl. Class IV. 4-31-56.

XEYJ Nueva Rosita, Coahuila—Correction of error in N power. 1 kw D, 100 w N, ND, unl. Class IV. 5-30-56.

1320 kc

XEHW Montemorelos, Nuevo Leon—Assign. of call letters. 250 w D, 100 w N, unl. Class IV. 4-31-56.

1350 kc

XEHY Oaxaca, Oaxaca—Assign. of call letters. 1 kw, ND, D. Class III. 4-31-56.

XEJF Tierra Blanca, Veracruz—Assign. of call letters. 250 w D, 100 w N, unl. Class IV. 4-31-56.

XEHZ Alvarado, Veracruz—Delete assign. 250 w D, 150 w N, unl. Class IV. 4-31-56.

1370 kc

XEFY Fortin de las Flores, Veracruz—Assign of call letters. 500 w D, 250 w N, ND, unl. Class IV. 4-31-56.

1380 kc

XEJH La Paz. Baja California—Assign. of call letters. 250 w, ND, unl. Class IV. 4-31-56.

1390 kc

XEJI Tahuantepec, Oaxaca—Assign. of call letters. 2.5 kw D, 250 w N, ND, unl. Class III. 4-31-56.

1400 kc

XESB Santa Barbara, Chihuahua—Increase power. 200 w, ND, unl. Class IV. 4-31-56.

1440 kc

XEJL Rosario, Sinaloa—Assign. of call letters. 250 w unl. Class IV. 4-31-56.

XEJQ Parras, Coahuila—Assign. of call letters. 5 kw, ND, D. Class III. 4-31-56.

1460 kc

XEJT Tampico, Tamaulipas—Assign. of call letter. 1 kw, ND, unl. Class III. 4-31-56.

1490 kc

XEJU Culiacan, Sinaloa—Assign of call letters, 250 w, ND, unl. Class IV. 4-31-56.

1500 kc

XEJV Ensenada, Baja California—Assign. of call letters. 500 w, ND, D. Class II. 4-31-56.

XEEB Esperanza, Sonora—New. 250 w ND, D. Class II. 11-31-56.

1540 kc

XEJY El Grullo, Jalisco—Assign. of call letters. 500 w, ND, D. Class II. 4-31-56.

1560 kc

XEKA Tonanzintla, Puebla—Assign. of call letters. 250 w D, 100 w N, ND, unl. Class II D, class IV N. 4-31-56.

1590 kc

XEKB Atemapac, Jalisco—Assign. of call letters. 250 w D, 125 w N, ND, unl. Class IV. 4-31-56.

XEKC Mexicali, Baja—Assign. of call letters, 5 kw, ND, unl. Class III. 4-31-56.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations in accordance with Part III, Sec. F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #3 **May 23, 1956**

610 kc

Consolacion del Sur, Pinar del Rio—New. Delete Assign. 1 kw, ND, unl. Class III. (Vide: 880 kc.)

880 kc

CMAO Consolacion del Sur, Pinar del Rio—Assign. of call letters 1 kw, ND, unl. Class III. (PO: 610 kc/s.)

1120 kc

CMDZ Santiago de Cuba, Oriente—Assign. of call letters. 250 w, ND, unl. Class II.

1200 kc

CMDD Bayamo, Oriente—Assign. of call letters. 250 w, ND, unl. Class II.

Routine Roundup . . .

July 5 Decisions

Broadcast Actions
By the Commission

Actions of July 5

Following were granted renewal of licenses on regular basis: **KCSR Chadron, Neb.; KALT Atlanta, Tex.; KTMC McAlester, Okla.; KAND Corsicana, Tex.; WHHH Warren, Ohio; KBOP Pleasanton, Tex.; KFRO Longview, Tex.; KBOR Brownsville, Tex.; KGAF Gainesville, Tex.; KBRZ Freeport, Tex.; KGBC Galveston, Tex.; KBWD Brownwood, Tex.; KGKB Tyler, Tex.; KCCT-AM-FM Corpus Christi, Tex.; KGKL San Angelo, Tex.; KCLE-AM-FM Cleburne, Tex.; KGNB New Braunfels, Tex.; KCMR McCamey, Tex.; KGRI Henderson, Tex.; KCMC Fort Worth, Tex.; KHUZ Borger, Tex.; KCOH Houston, Tex.; KIBL Beeville, Tex; KCRS Midland, Tex.; KIMP Mt. Pleasant, Tex.; KCTI Gonzales, Tex.; KITE-AM-FM San Antonio, Tex.; KCTX Childress, Tex.; KIUN Pecos, Tex.; KDAV Lubbock, Tex.; KIVY Crockett, Tex.; KDDD Dumas, Tex.; KIXL-AM-FM Dallas, Tex.; KDET Center, Tex.; KJBC Midland, Tex.; KDNT-AM-FM Denton, Tex.; KLEN Killeen, Tex.; KDSX Denison-Sherman, Tex.; KLTI Longview, Tex.; KDWT Stamford, Tex.; KLVT Levelland, Tex.; KEAN Brownwood, Tex.; KMAE McKinney, Tex.; KENN Kenedy-Karnes City, Tex.; KMHT Marshall, Tex.; KENS San Antonio, Tex.; KMIL Cameron, Tex.; KEVA Shamrock, Tex.; KNAF Fredericksburg, Tex.; KEYS Corpus Christi, Tex.; KNAL Victoria, Tex.; KFLD Floydada, Tex.; KNOK Ft. Worth, Tex.; KWBE Beatrice, Neb.**

July 5 Applications

Accepted for Filing
Modification of Cp

WJLD Homewood, Ala.—Seeks mod. of cp (which authorized changes in ant. system by adding tv ant.) for extension of completion date.

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized new ant. and increase height) for extension of completion date.

WPGC Morningside, Md.—Seeks mod. of cp (which authorized increase in power; installation of DA-D, and changes in ant. system) for extension of completion date.

WBRB Mt. Clemens, Mich.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEOL Elyria, Ohio—Seeks mod. of cp (which authorized change in DA pattern) for extension of completion date.

WKTF Warrington, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WCKG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 12-15-56.

KQTV (TV) Fort Dodge Iowa—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date.

KTVW (TV) Tacoma, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 1-15-57.

Remote Control

WDAF Kansas City, Mo.

Renewal of License Returned

KTXJ Jasper, Tex. (Re signature and notary seal.)

License to Cover Cp Resubmitted

WPHB Philipsburg, Pa.—Seeks license to cover cp which authorized new am.

July 6 Decisions

Tv Broadcast Actions

By the Commission

Actions of July 5

Allocation Rule-Making Finalized

FCC finalized rule-making and amended tv table of assignments as follows, all effective Aug. 15:

Assigned ch. 6 plus to Nashaquitsa, Mass., and changed offset carrier requirement of that channel in Portland, Me., plus to minus.

Shifted ch. 3 from Pueblo to Alamosa, Colo, for minus operation at latter place, which still has ch. 19 assignment. Pueblo retains unapplied-for chs. 8 (educational) and 28 plus and 34 minus, in addition to ch. 5 occupied by KCSJ-TV, petitioner in instant proceeding.

Shifted ch. 6 from Clarksdale to Greenwood, Miss.

Shifted ch. 13 from Calumet to Marquette, Mich., and replaced ch. 13 in Calumet with ch. 5.

Assigned chs. 34 and 40 to Clarkston, Wash.

Rule-Making Proposed Changes

Commission invited comments to following proposals for changes in tv table of assignments:

By **WXTV (TV) Youngstown, Ohio** (ch. 73), that ch. 33 be substituted for ch. 73 in Youngstown and that ch. 22 replace ch. 47 in Pittsburgh, Pa., and conflicting proposal by **WKST-TV New Castle, Pa.** (ch. 45), to shift ch. 45 from New Castle to Youngstown by three alternative methods. WKST proposal was denied by FCC on Jan. 11, and reconsideration is now being given on Commission's own motion. Besides commenting on these proposals, parties are also requested to direct their comments to question of whether ch. 33 or ch. 45 should be assigned to Youngstown-New Castle as hyphenated community. Comments may be filed by Sept. 10.

By Video Independent Theatres to shift ch. 8 from Woodward to Elk City, Okla., and substitute ch. 35 in Woodward. Comments may be filed by Aug. 31.

By **WCBC-TV Anderson, Ind.** (ch. 61), to substitute ch. 26 plus for ch. 61 in Anderson. This would be accomplished by deleting ch. 26 plus from Indianapolis and giving that city ch. 77 instead. Comments may be filed by Aug. 31.

Petitions for Rule-Making Denied

Artesia, N. M.—FCC denied petition by Artesia Bcstg. Co., Artesia, and terminated rule-making proceeding in Docket 11497 which was issued in response to request by Artesia to delete ch. 10 from Roswell, N. M., and add it to Artesia. At time FCC issued its Notice of Proposed Rule-Making in this proceeding, no application had been filed for ch. 10 in Roswell; since notice, demand for this frequency has been indicated by filing of such application.

Houma, La.—FCC denied petitions by Fred Weber, New Orleans, La., to assign ch. 11 to Houma in place of ch. 30, and by St. Anthony Television Corp., Houma, to assign ch. 11 to that city. Petitioners will have full opportunity to participate in New Orleans rule-making proceeding in Docket 11752 and to submit counterproposals in that proceeding.

July 9 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

WHP Inc. Harrisburg, Pa.—On Motions Commissioner's own motion, cancelled July 2 order granting petition for extension of time to file pleadings in response to motion to reopen record filed by WHP Inc., re application to transfer control of **WLBR-AM-TV Lebanon, Pa.**; petition was granted by hearing examiner assigned to proceeding by June 29 order. Action July 5.

Broadcast Bureau—Granted petition for extension of time to and including July 16 to file exceptions to initial decision issued re application of **WOI Ames, Iowa,** for SSA to operate additional hours from 6. a.m to local sunrise CST with 1 kw. Action July 6.

By Chief Hearing Examiner

James D. Cunningham

KVAR (TV) Mesa, Ariz.—Ordered that hearing shall commence on Sept. 28 re application of KVAR for mod. of license to change main studio location to Phoenix, Ariz. Action July 5.

Television & Radio Bcstg. Corp., Hyannis, Mass.—Granted motion for dismissal without

Continues on page 115

NEGOTIATOR
FOR THE
PURCHASE AND
SALE OF
RADIO AND
TELEVISION
STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1725 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE**

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE**

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE**

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE**

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE**

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE**

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE**

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE**

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE**

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
*Member AFCCE**

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
*Member AFCCE**

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE**

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE**

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE**

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE**

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1956 ARB Continuing Readership Study

*Member AFCCE**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager with background in programming and radio sales for station in Washington State city of 30,000. Salary, commission, profit sharing. Write J. M. McClelland, Jr., 12th & Broadway, Longview, Washington.

Salesmen

Advancement has made opening in music and news chain for salesman who is presently billing around $5,000 per month but wants to make more. Our offer is a guarantee or 15% whichever is greater. No restricted list, everything wide open. Possible station management for the right man. Box 159A, B•T.

Immediate opening radio salesman in 5000 watt San Joaquin Valley independent. $380 guarantee. Commission. Send photo, sales, and radio experience first letter. KCHJ, P.O. Box 262, Delano, California.

Wanted—reliable live wire ,experienced, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Established kilowatt daytimer needs reliable, competent salesman immediately. Contact Bob Morey, KDKD, Clinton, Missouri.

El Paso's top Hooperated radio station has a sales opening. KELP, a NOEMAC station, is looking for a thoroughly experienced time salesman. Excellent salary and incentive for the right man. Immediate opening. Contact Manager, KELP, Box 105, El Paso, Texas.

If you're a local radio salesman who is currently making good money but who would like to move to bountiful California . . . here is your opportunity to make the break with little or no loss in immediate revenue, and with excellent opportunity for top earnings and advancement. Radio KJOY in Stockton and Radio KWIP in Merced, the two happiest independent stations in Central California, will pay you any guarantee that you can show you are worth, and will definitely improve your position no matter how well you are doing at present. Here's the chance you've been dreaming about to get to California on your own terms. Apply to Joseph Gamble, Radio KWIP, Hotel Tioga, Merced. Please give complete details and include photo. Replies will be held in strictest confidence.

Wanted, salesman with executive ability to sell top station in growing market. Right man will be trained as station manager. Will guarantee a sufficient draw until your 15% commissions put you over the hump. Call or write WIRO, Ironton, Ohio.

Experienced radio salesman—Detroit market of over half million Negro listerners—new independent Negro station—500 watts—opportunities unlimited—field wide open. Contact Bell Broadcasting Company, 9521 Joseph Compeau, Detroit, Phone TRinity 5-1440.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Minnesota station needs news director. $90 week. Opportunity earn more. Must be good announcer. Able to type. Box 108A, B•T.

Wanted: Staff announcer for independent news and music station. Positión open July 22. Send photo, experience, draft status. Box 130A, B•T.

Experienced combo with first. Excellent working conditions. Forty hour week, $100. Reply Box 142A, B•T.

Versatile, experienced announcer seeks opportunity with high calibre metropolitan station. Box 152A, B•T.

Central Florida, good announcer, routine maintenance, 1st phone. Good salary, can advance. Send tape, letter to Box 153A, B•T.

We are a 250 watt fulltime independent, first station in the market. We are looking for a top calibre personality DJ who can do a warm, interesting "Night Beat" show. Please forward complete resume of your experience and background with an audition tape. Box 154A, B•T.

Wanted—September 1st. Reliable announcer—newswriter. Must type. Duties include staff, board. Need mature man for permanent position with smooth functioning 250 watt operation. Versatility Keynote. Send tape, photo, resume, references and salary requirements. Box 156A, B•T.

Young announcer here's your chance to work for 5 kw station. Must be cleancut with ambition to do good job. Permanent job. Send complete information to Box 188A, B•T.

Wanted: Combo man—must have first phone and announcing ability. Pleasant rural Pennsylvania, good salary. Apply Box 191A, B•T.

Wanted: Experienced announcer. Must have first class ticket, but no engineering work. KIYI, Shelby, Montana.

Openings immediately for two men, one news, one staff in the capitol city of Nebraska. 125,000 population market. Must be experienced. Top money for the right man. Airmail tape and letter to Larry Getchell, KLIN Radio, Lincoln, Nebraska.

Announcers-sportscaster wanted—KSAL, Salina, Kansas, 5000 watt fulltime MBS affiliate, wants combination announcers-sportscaster and play-by-play man. If interested in permanency and opportunity write to manager.

Experienced sports announcer local newsman combination. Must do top job on football, no floaters or drinkers. Want complete data and references first letter, will require personal interview prior to any agreement, state pay expectations. Contact Dale Phares. KTEM, Temple, Texas.

RADIO STATION WANTED

Substantial new group entering radio field seeks 1 or more sound properties in promising markets. Minimum around gross $125,000, prefer $150—$300,000. Financially strong principals of highest integrity. Phone William H. Rich, NEwton 9-9594 or Bowling Green 9-8060, New York City, or write ℅ Suite 3500, 40 Wall Street, N. Y. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Top-rated CBS station needs top-notch disc jockey. Base $82.50 plus talent. Send tape and complete background to Manager, WBSR, Pensacola, Florida.

Announcer-news writer needed shortly. Journalistic background desirable but experience in radio news work plus good delivery acceptable as substitute. Please send tape, resume and photograph. Permanent job for right man. Reply to L. T. Pitman, WCSH, Portland, Maine.

Wanted: Settled announcer holding first class license permanent position with benefits. Send tape and full particulars, WEED, Rocky Mount, North Carolina.

Announcer—DJ for pop, hillbilly and news with good commercial delivery. Must be dependable and permanent. Need top man. Good opportunity for advancement. Good pay to right man. Send resume and tape immediately. All tapes returned. John Garrison, WFUN, Huntsville, Alabama.

Tired of chasing rainbows? We need a mature, settled man who wants to raise his family in a pleasant, clean community at the foot of the Blue Ridge Mountains . . . away from crowds, noise and confusion. This man should be an experienced air salesman who can build his own following of listeners. He won't get rich but he will have an opportunity to live and work under rewarding conditions. If that sounds good to you, write today. Send photo, resume and tape with first letter to Roger Beane, Manager, WFMD, Frederick, Maryland.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Wanted immediately, experienced announcer-special events man. Applicant must be fully qualified. Station expanding. Permanent position. Salary $90 to $100 weekly, depending on experience. Contact Clay Cline, WSEV, Sevierville, Tenn.

Announcer-salesman, experienced, by ten-year-old 250 watter in central Florida lake region. WSIR, Winter Haven, Florida.

Technical

Engineer-announcers, one with first ticket. Energetic, ambitious married men 250 watt small Arkansas market. Box 133A, B•T.

Chief engineer-announcer wanted with top music-news on east coast. Starting salary $105.00 per week. Hospitalization, paid vacations, and top working conditions. Must be able to take charge of new equipment and do a show. Box 160 A, B•T.

Wanted: First ticket combo man who wants future. Begin $100 week. Write Box 198A, B•T.

Wanted: Combo first ticket engineer and announcer. Must be capable engineer and good announcer. $100.00 a week to start. Must be steady and reliable, tape and references must be furnished. Married man preferred. Radio Station KSNY, Snyder, Texas.

Engineer, experienced, for network 5 kw. No announcing. $2.56 per hour, minimum of 32 hours weekly. Contact Chief Engineer, WABB, Mobile, Alabama.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Engineer 1st class phone, wanted for transmitter operator at a 5 kw radio station with directional antenna at night on 580 kc. Experience not a major requirement. Do not need car but will be a help. $300.00 a month for a 40 hour week with some overtime. Insurance plan and profit sharing. Write to Chief Engineer, WCHS, Charleston 24, W. Va.

1st class license holder as chief engineer. Experience necessary. Car. General maintenance and some announcing. Guarantee minimum $400 per month. No drunks or screwballs. Call C. Leslie Golliday, WEPM, Martinsburg, West Virginia. Phone 5252.

Chief engineer. Paid vacations, paid life insurance and hospitalization, excellent working conditions, congenial staff. One of New England's best radio stations. Can use combo or straight engineer. Call collect, John H. Bennett, WHWB, Rutland, Vermont.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Isalnd, N. Y.

Programming-Production, Others

Newsman for independent station in east. Must be interested in nothing but news. Good voice. This is a tough job but pays well. Box 112A, B•T.

Experienced newsman capable of handling expanding radio news department. Applicant must be versed in news editing, reporting, on-the-spot reporting, etc. Salary $90 to $100 weekly depending on experience. Contact Clay Cline, WSEV, Sevierville. Tenn. Personal interview necessary.

Situations Wanted

Managerial

I will manage 250 up station. 5 years a sales manager four different stations. Young, family man with best references and records. Available now. Write Box 170A, B•T.

Young experienced sales manager—available for radio or tv. Good record, a real gross builder. Write Box 171A, B•T.

Manager-salesman-sports. If You're looking for a sober young family man who has ten years experience in field—one who can manage, handle sales, excellent announcer, program director and play-by-play in all sports that needs economical operation and more profits lets talk. Will buy stock—excellent references. Box 190A, B•T.

Sales executive with proven record; one of the best known stations in the Great Lakes area, long established and growing, offers an exceptional opportunity. Furnish complete information first letter. Box 196A, B•T.

Salesmen

Qualified salesman. Also have 1st license. Some announcing. Excellent references. Box 121A, B•T.

Announcers

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 959G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 150A, B•T.

Staff announcer—good commercials, news, DJ, strong potential. Experience light. Veteran, travel, tape. Box 151A, B•T.

Sportscaster-newscaster-staff. Heavy experience all three, play-by-play. Available football season, basketball winter, baseball next summer. Radio-tv combo considered only, good market. $125 minimum. Box 157A, B•T

Announcer-engineer, first phone. Eight years. Employed, available anywhere quick. Best references. Box 161A, B•T.

Top-flight announcer-DJ, experienced, mature voice. Strong, friendly commercial delivery. Box 164A, B•T.

Midwest announcer—strong DJ, news. Prefer N. E. Available in 3 weeks. Box 166A, B•T.

Experienced announcer—disc jockey, 26, veteran, single. Personality plus pleasing voice. Resume, photo, tape. Box 167A, B•T.

Copy. 3 years experience. Prefer East Coast—Florida. Availble now. Box 172A, B•T.

Announcer, negro, dig this rockin' show. Some experience, tape available. Box 173A, B•T.

Combo man eight years—four years chief. Quality voice—sells. DJ, news, interviews and the works. Will consider PD or managerial with small station. Box 176A, B•T.

Announcer—staff and/or DJ. Handle pop or classical. Top voice that sells. Family man; reliable and ambitious. Versatile, well seasoned after eight years. Only interested opportunity advancement. Box 177A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Radio school graduate—seeking opportunity in radio or television. All details. Box 179A, B•T.

Top-notch announcer. Family, four years experience . . . prefer permanent position in or near New York City or Florida. Send for tape be convinced. Box 181A, B•T.

Excellent staff announcer, news, commercial delivery tops. Nine years radio-tv. Prefer Michigan, Wisconsin, Minnesota. Can travel. Best references, stable, sober. family. Present base $85.00. No hurry. Box 183A, B•T.

Better position wanted—3 years experience. Employed this station 2½ years, "PD" two years, good commercial, news voice. Good DJ, schooling—"American Institute of Air". Farm, city background. Tape, etc. on request. Box 193A, B•T.

Experienced sportscaster. All sports. Prefer East. Available immediately. Have tapes. Box 199A, B•T.

Experienced announcer-newsman-sportscaster—rated high by Pulse. Available now. Box 200A, B•T.

Announcer-engineer with four years quality experience. Proven results on morning show. Tops as hillbilly—r & b personality. Ad-lib artist-strong commercial delivery. Copywriting. Qualified as chief engineer. Excellent references including sponsors and staff I have worked with. Stations with turnovers, however, need not apply. Bud Arkell, P. O. Box 578, High Springs, Flordia. GR 9-4285.

Hi folks! Here we are! The morning comedy DJ you've been looking for! Wake up your area with a fast-paced show that really sells: Ours! Let our tape prove it! Experienced and versatile Mike Barra, 450 E. 63rd Street, New York 21, N. Y.

Inexperienced; willing to learn. New station preferred. New England or New York. 3rd license; Family man. Available immediately. No telephone. John Leslie Betts, Middlebury, Vermont, Route #3.

Wanted—opportunity: Veteran, 25, college, two years experience. Prefer night shift. Presently summer replacement Boston. Available immediately. Phone-wire George Peterson, 118 Addington Road, Brooklin, Mass. Longwood 6-6735 anytime.

Male ballader, DJ, actor, available. P. O. Box 3071, El Paso, Texas.

Technical

Announcer-engineer. First phone. Experienced. Versatile. Capable of chief engineer or program director. Mature and dependable. Box 946G, B•T.

Radio team, chief engineer, programming, announcing, wish to relocate in midwest. Box 104A, B•T.

Have 1st license. Also want sales work. Married. Excellent references. Box 120A, B•T.

Programming-Production, Others

PD, announcer, 8 years experience, all phases radio seeks Pacific Coast or southwest. Dwight Larich, 1012 East D. Street, Ontario, California. Yukon 621-427.

TELEVISION

Help Wanted

Salesmen

Tv time salesman wanted: Must be experienced in tv or radio time selling. With fastest growing station in major western market. Liberal draw against commission. Box 996G, B•T.

Large vhf CBS midwest station has opening for local salesman. Applicant must be college graduate under 35 years of age and with television. Above average opportunities. Send complete details and snapshot to Box 162A, B•T.

One of America's best and best-known television stations has opening for one new salesman. Excellent opportunity. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send details of experience, personal, school and family background with snapshots to Box 186A, B•T.

Announcers

Tv personnel—medium market network operation is always looking for versatile people in announcing, production, traffic, film, etc. Established station. Southwest. Box 168A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Major midwest vhf. Must be good commercial announcer. Will train capable radio announcer desiring tv. Real opportunity. Send tape and resume. Must include snapshot or photo. Box 178A, B•T.

Experienced announcer-director, emphasis on live commercial announcing, prefer man with directing experience. Commercial vhf located in college town. Send photo, complete resume and salary to Program Director, KOMU-TV, Columbia, Missouri.

Technical

First class licensed engineer desiring television experience at small market aggressive station. Wire giving training, age, marital status, snapshot, minimum salary for 48 hour week. Chief Engineer, KCMC-TV, Texarkana, Texas.

Transmitter operator experienced in operation, maintenance, and trouble-shooting on RCA TT-10AL transmitter located near the coast at Corpus Christi, Texas. Apply Chief Engineer, KRIS-TV.

Engineer 1st class phone, wanted for transmitter operator at 50 kw RCA, tv transmitter. Vhf, channel, full power. Experience desirable but not a major requirement. Need car. $300.00 a month for 40 hour week with some overtime. Insurance plan. Write to Chief Engineer, WCHS-TV, Charleston 24, W. Va.

Man with first class license. Experience unnecessary. Write Chief Engineer, WINK-TV, Fort Myers, Florida.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 920G, B•T.

Experienced film editor, preferably female for large eastern vhf station. Must have television experience. Foward resume and salary requirements to Box 163A, B•T.

Expanding major network midwest vhf needs able on-air personnel, both male and female. Also personnel for technical direction, continuity, promotion. Excellent opportunities. Send resume to Box 187A, B•T.

Commercial continuity writer for KRNT-TV, Des Moines, Iowa. Experienced. To handle planning and writing of television and radio advertising copy. Send application data and copy samples to program director, KRNT-TV, Des Moines, Iowa.

RADIO-TV PEOPLE ARE OUR BUSINESS

Employers and Employees alike benefit from our years of experience of working both in and with the Broadcasting industry.

NATIONAL RADIO & TV EMPLOYMENT SERVICE

5th Floor
1627 "K" Street, N. W.
Washington 6, D. C.

TELEVISION

Situations Wanted

Managerial

Tv-radio manager or sales manager. I offer growing organization over 15 years successful operation all phases tv and radio. Emphasis on sales and employee relations. Box 189A, B•T.

Salesmen

Television sales trainee, 25, single, vet, business administration degree, master's degree in public relations. Salary secondary to experience. Box 105A, B•T.

Technical

Engineer, 29, desires position on board and/or studio maintenance, 2½ years technical school, 3½ years experience in all phases. Box 175A, B•T.

Programming-Production, Others

Experienced director—film director. Presently employed. Seeking permanent position. Available in two weeks. References. Box 174A, B•T.

Commercial copy-continuity. 4 years experience radio-tv. Employed large southwest station. References. Box 192A, B•T.

Ed Davis resigned KAKE-TV, Wichita. Desires relocate California or northeast for family's health. 10 years radio, 2 years tv. Proven saleable programs your area. All phases production and on-camera. Available immediately. Call Martin Umansky, General Manager for references Whitehall 3-4221.

FOR SALE

Stations

Am station. Fulltime. One station market in east. Good growth possibilities $35,000 down would swing deal. Box 169A, B•T.

FOR SALE—(Cont'd)

Stations

Massachusetts—Profit $22,000.00, gross $150,000.00, depreciation $6,000.00, manager's salary $19,500.00, asking $200,000.00, $100,000.00 down. New York $36,000.00, half cash, single, unlimited. Vermont—black, gross $40,000.00, asking $50,000.00. Virginia—unlimited, $50,000.00. West Virginia—gross $110,000.00, net $7,500.00, manager's salary $6,750.00, asking $100,000.00 for fixed assets including $35,000.00 building, $50,000.00 down. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Industrial mid-South medium market station with past, but not present, history of earnings. Priced within $100,000. Paul H. Chapman Co. 84 Peachtree, Atlanta.

Single station market in Carolinas. $55,000 total; $15,000 down. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Two Gates 3-speed turntables. Just refinished. New motors, give away at $100 each. Two Grey pick-ups—perfect, $18 each. ADC patch panel 24 double jacks, cost $44, for $18. Write for complete list. WCRA, Effingham, Illinois.

Two Ampex 400 series portable recorders, $450.00 each, $850.00 for both. Box 5025, Jacksonville, Florida.

For sale—RCA radiomike. Frequency 26.31 mcs. Unused since factory overhaul. Best offer. WEWO, Laurinburg, N. C.

Mini studio: Coming out with new model portable studio. Closing out limited supply current model special $345. Details write Shopper Stopper Co., 134 South West Ave., Sioux Falls, S. D.

Presto 10A-3 speed turntable. Concertone network push button tape record—RCA—44BX mike. Used Ampex 600. Magnecorder PT-6 AH—PT6-JA-cases. Write Box 1060, Des Moines, Iowa.

WANTED TO BUY

Stations

Attention! Owners of radio stations. We'll buy your radio station if price is satisfactory. Thirty years in broadcasting. Box 180A, B•T.

Radio station or majority interest or CP in west or southwest. Joe Auer 3010 Delsa Drive, Salt Lake City, Utah.

Part interest in profit making station. Young married man with capital to invest. Will not consider absentee investment. Experienced, have Bachelor of Science degree in Communications. Best references. Give full details. Replies confidential. P. O. Box 17, South Dartmouth, Mass.

Sold. Listing J-1. My clients may mark their confidential brochure accordingly. I have clients waiting for desirable radio and tv property in Texas, Oklahoma, Arkansas, Colorado, Kansas, Missouri. Private sales. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Sold. Listing AR-1. I have other clients waiting for radio and tv properties. Station sales handled privately. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. CHerry 2-3944.

Equipment

Used 1 kw (am) transmitter. Must be in top condition. State best price. Box 182A, B•T.

3kw fm transmitter with frequency and modulation monitors. 4 or 8 bay Andrew multi-V antenna. Send details, condition and price. Box 194A, B•T.

3 used Stainless, Inc., G 24 towers. Ace High Tower Co., Greenville, N. C.

Wanted: Used radio towers, preferably self-supporting. Will dismantle. Tower Service Co., 3010 Delsa Drive, Salt Lake City, Utah.

SERVICES

Custom jingles that sell local sponsors! Guaranteed! Priced low! You make the money! Me? Volumn! Box 155A, B•T.

Save money . . . increase gross . . . with novelty, sound effect, or "straight sell" radio commercials. Provides that extra announcer for "change of voice", and "gimmic" commercials for those hard-to-sell accounts. Professionally produced on tape or disc. Straight spots from $2.00 each. Gimmic spots from $3.00. Postpaid. Full details, or order now from Box 184A, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE 1221 N. W. [illegible] Avenue
[illegible]

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

RADIO

Help Wanted

Managerial

ARE YOU THIS MAN?

The man we are looking for is currently the Sales Manager or Assistant Manager of a small radio station. He's now looking to take over the number one spot in a small Midwest community. He's married, full of ideas, energetic and very sales minded. He'd be happy working with owners who know radio thoroughly and who want to build a management team for several radio properties. He works well with people and has a warm and friendly "small town" personality. If you are this man tell us about yourself, your experience, salary and references. Let's have the facts with as little fantasy as possible.

Box 200A, B•T

Salesmen

RICH REWARD

FOR A

GOOD RADIO SALESMAN

$$$$$$ Opportunity for 5 Star Salesman. Stop grubbing for nickels and dimes and start digging for Dollar$. Our big mine covers the Metropolitan Detroit area of 4½ million population. Liberal guarantee plus commission but you must have some radio sales experience to qualify. Give complete background and enclose a recent picture in your first letter.

Box 185A, B•T

RADIO

Help Wanted (Cont'd)

Technical

WANTED DIRECTOR OF ENGINEERING

Outstanding opportunity for Director of Engineering for group of five AM stations. Must have experience in construction, directional antennas and FCC procedures. Must be willing to travel certain amount. Position based in New York City. Submit complete background and experience including references.

Box 158A, B•T

ELECTRONIC ENGINEERS

Enjoy the advantages of living in a small midwest city complete with modern school, medical facilities, recreational and cultural opportunities, light traffic, and short distances to work. Immediate openings in expanding engineering department for men with experience in any of the following fields:

- **TV transmitter and studio equipment**
- **Audio equipment**
- **Communication transmitters**
- **AM and FM transmitters**

Permanent positions, chances for advancement, complete employee benefits. Please mail complete details and photo to Personnel Department, Gates Radio Company, Quincy, Illinois.

WANTED

Chief Engineer

Directional Antenna Experience New Station * Top Job For Right Man Send Complete Resume and picture * WBRB Inc. P. O. Box 91 Mt. Clemens, Mich.

WQUA Radio is looking for experienced disc jockey personalities, interested only in GOOD radio operation. TOP salaries paid to TOP men—working conditions the best—permanent positions. No comedians! Send complete information including tape to

Bill Mason, WQUA Radio
1319 5th Ave., Moline, Ill.

Davenport, Iowa—Rock Island, Moline, East Moline, Illinois

THANK YOU MISTER MASI

For Your Letter

Laurence News Features, Inc.*
Washington Bureau
Burlington Hotel
Washington 5, D. C.

Gentlemen:

To say that your newscasts and "promo" tapes have made us all estatic would be putting it mildly. Really we are very thrilled about the whole thing and everyone seems to be carried away with the truly authentic and authoritative manner in which the whole job is done.

We want you to know that your service has created quite an impact on our listeners.

Sincerely,
William A. Masi
Vice President &
General Manager
Radio Station WHBI
Newark, New Jersey

We happily thank Bill Masi for this kind, unsolicited letter.

Three weeks ago Mr. Masi engaged a world-wide corps of correspondents to broadcast their reports to Newark and New York City from WHBI newsrooms in Washington, London, Paris, Berlin, Rome, Cairo, Tokyo, and other vital news centers of the world.

Now, "Hello, Newark and New York City! This is WHBI foreign correspondent Donald Dixon, speaking from Cairo, Egypt . . . "is just one of the nine broadcasts Bill Masi schedules in one day to beef-up and sell WHBI newscasts around the clock. When we asked Mr. Masi's permission to reproduce his letter in this space, he said:

"I only wish I had said more. I urge every small and medium-size radio staton in America to grab your service fast. We premiered your correspondents on a Sunday. The next day one of the biggest savings and loan associations in New Jersey bought the whole works. I'll be happy to personally tell anyone why I think this is the most wonderful new idea in radio in years!"

Laurence News Features offers you your own staff of foreign correspondents, broadcasting over your station from the news capitals of the world—introducing themselves with your call letters and sponsors ID's—exclusively in your area. The cost is so amazingly low you will hardly believe it.

*Wire or write today for full information and an audition tape produced especially for your station.

RADIO

Situations Wanted

Managerial

manager . . .

with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to

Box 694G, B•T

MANAGER
Available Soon

Expert in sales, promotion and programming, independent station. Outstanding record and reputation. Prefer opportunity to share in ownership but will consider all offers. Let's talk it over. Box 195A, B•T

Announcers

THE BIG SEARCH!

Strong, warm, authoritative disc personality with a broad knowledge of music, news, sports and life. Nine years experience with leading stations in one of the nation's largest cities. Interested in doing morning or afternoon show with personality impact. Excellent television background. Currently employed in $20,000 bracket. Want top deal only in major city.

Box 165A, B•T

"ANNOUNCER" FOR HIRE

Top man, with excellent selling voice and know how—available to give your station "another voice" at fraction of cost of regular employee—no social security, no "paid vacations", never gets sick.

He is your tape voice for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Minimum cost is monthly order for 12 spots at $2 each, plus $2 handling and mailing charge. E. L. Roskelley, Producer, Irving (Dallas), Texas.

TELEVISION

Help Wanted

Announcers

ARE YOU

A good on-camera announcer? Commercials—news—weather. Immediate opening KWTX-TV, CBS-ABC, Waco, Texas

FOR SALE

Stations

FOR SALE
RADIO STATION
$1,000,000 Cash

Based on 4 times earnings.

No brokers

Financial references required.

Box 197A, B•T

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

TRANS-LUX NEWS SIGN

complete with remote control operating equipment, presently in use. Cash—terms or lease—Guaranteed to be in good operating condition. FLASH-CAST-3401 E. 38 St., Indianapolis, Ind.

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T

Wanted

RCA TV remote truck or equivalent containing two or three Image Orthicon chains. Truck and equipment must be in good condition. Send photos, equipment list and price. All replies promptly acknowledged. Box 201A, B•T

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

CALIFORNIA NETWORK VHF

Unusual sales opportunity with California network VHF going maximum power. Successful applicant will represent station in San Jose plus some work in the San Francisco Bay area.

Responsibilities include local and regional sales, arranging co-op through distributors and some account contact on national sales.

Moderate drawing account and travel expenses, with absolutely no ceiling on potential. We require an aggressive, experienced, stable, high-type man determined to build permanent future with outstanding and expanding organization.

All references thoroughly checked. Job open September 1. Send full information to Graham Moore, Sales Manager, KSBW-TV, Salinas, California.

Continues from page 108

prejudice of its am application. Action July 3.

WOPA Oak Park, Ill.—Granted petition for dismissal without prejudice of its am application. Action July 2.

Waxahachie Radio, Waxahachie, Tex.—Granted request insofar as it involves dismissal of its am application and denied in all other respects; application is dismissed with prejudice. Action July 2.

KTSA-AM-FM San Antonio, Tex.—Ordered that hearing shall commence on Sept. 10 re application for transfer of control of **KTSA-AM-FM** from O. R. Mitchell Motors to McLendon Investment Corp. Action June 29.

By Hearing Examiner J. D. Bond

Franklin Bcstg. Co., Philadelphia, Pa.—Granted June 29 petition for leave to amend its am application to show "an addition to the horizontal directional pattern to show the maximum expected operating value in the direction of the normally protected service area of station **WJWL Georgetown, Del.**" Action July 2.

Homestead, Fla.—Ordered prehearing conference on July 5 re am application of South Dade Bcstg. Co., J. M. Pace, and Redland Bcstg. Co., all Homestead. Action July 3.

By Hearing Examiner Thomas H. Donahue

Duane F. McConnell, Winter Haven, Fla.—Granted motion for continuance of hearing now scheduled for July 9 re his am application and that of Polk Radio Inc., Lakeland, Fla.; hearing is continued without date. Action July 6.

By Hearing Examiner H. Gifford Irion

Robert A. Mensel, Willimantic, Conn.—Granted motion for continuance of data for exchange of exhibits from July 2 to July 30, and date of hearing from July 9 to Sept. 24, re his am application and those of **WHIL Medford, Mass.**, and The Windham Bcstg. Co., Willimantic, Conn. Action July 2.

Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla.—Granted petition for continuance of hearing from July 18 to July 20 re its am application and that of Polly B. Hughes, Tampa, Fla.; exhibits in each direct case will be exchanged not later than July 18 and on July 16 any counsel desiring to take deposition, as part of his direct case will notify all other counsel, and hearing examiner, specifying names of deponents, subjects, and proposed date of taking deposition. Action July 5.

July 9 Applications

Accepted for Filing

License to Cover Cp

KID-TV Idaho, Falls, Idaho—Seeks license to cover cp which authorized new tv.

WMUR-TV Manchester, N. H.—Seeks license to cover cp which authorized changes in facilities of existing tv.

WHIS-TV Bluefield, W. Va.—Seeks license to cover cp which authorized new tv.

WEAU-TV Eau Claire, Wis.—Seeks license to cover cp which authorized changes in facilities of existing tv.

License to Cover Cp Returned

KIKI Honolulu, Hawaii—Application seeking license to cover cp which authorized change in frequency returned. (Sec. 11 dated after verification.)

Modification of Cp

KOA-TV Denver, Colo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 2-1-57.

WKNX-TV Saginaw, Mich.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 2-2-57.

July 10 Decisions

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 6

KDSN Denison, Iowa—Granted license for am station.

KIUP Durango, Colo.—Granted license covering increase in power from 1 kw to 5 kw.

KVAL-TV Eugene, Ore.—Granted license for tv station.

KVTV (TV) Sioux City, Iowa—Granted license for tv station and to change studio location to 7th and Douglas Sts., Sioux City.

WGBH-TV Boston, Mass.—Granted license for noncommercial educational tv station.

WBRB Mt. Clemens, Mich.—Granted extension of completion date to 12-1-56; conditions.

WEOL Elyria, Ohio—Granted extension of completion date to 10-25-56; conditions.

Actions of July 5

WFMR (FM) Glendale, Wis.—Granted license for fm station.

KQTV (TV) Fort Dodge, Iowa—Granted extension of completion date to 1-3-57.

WTRA Latrobe, Pa.—Granted extension of completion date to 8-15-56.

Actions of July 2

WKMC Roaring Spring, Pa.—Granted license covering increase in power.

Following were granted extensions of completion dates as shown: **KGAC St. Peter, Minn.**, to 10-7-56, conditions; **KNAK Salt Lake City, Utah**, to 9-15-56, condition; **WEHH Elmira Heights-Horseheads, N. Y.**, to 7-19-56; **KTVO Kirksville, Mo.**, to 2-1-57; **WHIS Bluefield, W. Va.**, to 10-10-56.

July 10 Applications

Accepted for Filing

License to Cover Cp

WVOK Birmingham, Ala.—Seeks license to cover cp which authorized erection of new SW tower of DA array; increase in height of tower to support proposed tv ant., and side mount fm ant. at top of tower.

KTRH Houston, Tex.—Seeks license to cover cp which authorized making changes in DA-D.

KTBC-TV Austin, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

Modification of Cp

WTRA Latrobe, Pa.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WIBW-TV Topeka, Kan.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 2-1-57.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 1-16-57.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 2-9-57.

Renewal of Licenses

KCID Caldwell, Idaho; KSOP Salt Lake City, Utah.

July 11 Applications

Accepted for Filing

Modification of Cp

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized change in hours of operation; change in power, and installation of DA-2) for extension of completion date.

KGKO Dallas, Tex.—Seeks mod. of cp (which authorized increase in D power and changes in DA-D pattern) for extension of completion date.

WROM-TV Rome, Ga.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KMVI-TV Wailuku, Hawaii—Seeks mod. of cp (which authorized new tv) for extension of completion date to 1-25-57.

License to Cover Cp

WBSE-FM Hillsdale, Mich.—Seeks license to cover cp which authorized new fm.

Renewal of Licenses

KOOL Phoenix, Ariz.; KRLC Lewiston, Idaho; KWAL Wallace, Idaho; KWEI Weiser, Idaho; KLAS Las Vegas, Nev.; KATO Reno, Nev.; KICA Clovis, N. M.; KWEW Hobbs, N. M.; KGRT Las Cruces, N. M.; KRTN Raton, N. M.; KGFL Roswell, N. M.; KEYY Provo, Utah; KDYL Salt Lake City, Utah; KOVE Lander, Wyo.; KOWB Laramie, Wyo.; WUOT (FM) Knoxville, Tenn.

Renewal of License Returned

KTNM Tucumcari, N. M. (Name incomplete.)

UPCOMING

JULY

July 25: NARTB board special relations committee, NARTB Hdqrs., Washington, D. C.

AUGUST

Aug. 16-17: RAB Western manager's conference, Palo Alto, Calif.

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address ——

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

editorials

More Light on Blacklisting

THE House Un-American Activities Committee last week obtained a great deal of testimony but very little real information about the problems and practices of screening radio-tv performers for communist associations.

That a form of blacklisting has existed cannot be denied. That some innocent performers have wrongly been deprived of jobs and hence of their basic rights is a matter of record. But the need of some sort of screening to keep communists and their sympathizers off the air is equally apparent, not only to prevent the spread of communist propaganda but also to cut off a source of funds to communists and communist causes.

This need was ignored in the report on blacklisting issued by the Fund for the Republic [B•T, June 25].

Most of the injustices which have been committed in the name of security have arisen because of the lack of a reliable source of official information. Too many decisions to deny employment to a performer have been made on the strength of information supplied by self-appointed and wholly unofficial "experts" on subversion or in response to protests from small but vocal pressure groups.

There are blotches on the record of broadcasting in this matter, but the record would be even less attractive if the hirers of talent had refused to recognize the problem of subversives on the air.

When That New Renewal?

FOUR months ago, the FCC agreed unanimously that the broadcast license renewal form (applicable both to radio and tv) should be amended. In an unprecedented forum at the NARTB convention in Chicago, all seven members agreed that the existing form (303), which hadn't been changed in a decade, was outmoded, onerous and unrealistic. There was support for elimination of the requirement of counting spot announcements and of calling everything commercial in between spots.

Since then, the Advisory Council on Federal Reports, working with the Bureau of the Budget, has met. The FCC has named a staff-level committee to consult with these groups.

Meanwhile, the same outmoded forms are being used, with stations under duress to measure commercials and program categories on the basis of standards established 10 years ago. In that period the complexion of radio has changed radically, and television has skyrocketed. We have always questioned whether the FCC has either the legal or moral right to appraise mathematically commercial versus sustaining content.

It had been hoped that the FCC would act before its August vacation. The commissioners are on record. It should not be difficult, therefore, to draft a new renewal form that would comply with the composite judgment of the FCC.

Right Forum, Wrong Topic

ATTY. GEN. Herbert Brownell Jr. deserved the criticism he got for suppressing news of a government antitrust suit against General Motors until he could break it on Martha Rountree's new television program.

Unfortunately, however, most of the adverse press comment that ensued went far beyond the Brownell incident and turned into a general condemnation of television as a vehicle for public and government expression.

The thing that was wrong with Mr. Brownell's announcement was his choice of subject matter. An antitrust suit is not something to be whipped up like a television script. Such a suit requires painstaking investigation and preparation, and when it is ready, it should be filed. To withhold such a suit from filing until it can be announced on a prearranged television show is to pervert the processes of government.

But there would have been nothing wrong if Mr. Brownell had chosen some other kind of news to announce on Miss Rountree's program. He could have spoken, properly, of new investigations, of personnel changes in the department, of new policies, of almost anything but a formal legal action which had not yet been filed and which was being held up so he could obtain maximum propaganda benefits from announcing it beforehand.

NEWS STAND
SURVEYS, INC.
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well! We've finally found a man who says he spends more time with newspapers than he does with tv!"

Beyond that precise point, all criticism of the incident is meaningless.

The propriety, not to mention effectiveness, of using radio and television as journalistic media in which to issue news of vast public importance has been firmly established by government officials ranging from the President down.

Whether such announcements are issued on a sponsored program, like Miss Rountree's, or in sustaining time (which usually is recaptured from some advertiser in the case of Presidential appearances) is immaterial, although much of the adverse press comment professed outrage that Mr. Brownell appeared on a sponsored show.

To be sure, television is supported by advertising. If there is something wrong with that, there is something equally wrong with radio, newspapers, magazines and all media of journalism. To argue that Mr. Brownell should not make news on a television program which happens to be underwritten by Corn Products Refining is no sillier than to suggest that issues of the *New York Times* which carried stories of his suit against General Motors should have dropped all advertising from surrounding pages.

Broadcasting's Crying Need: III

IT IS pleasing to note the speed with which the NARTB combined board has moved toward implementation of an overall public relations project for broadcasting. A top level committee has been named by President Hal Fellows to consider the recommendations of the association's Television Information Committee. That committee holds its first meeting in Washington next week—just a month after the combined board acted.

Public relations, like public interest, convenience and necessity, almost defies definition. Is it the task of inculcating the public with the blessings of radio and television? The public must be pretty well pleased, because people look and listen in greater numbers than ever.

Is it to devise means of offsetting the criticism of politicians, educators, columnists, reform groups and competitive media?

Public relations is all these things and much more. It is the job of informing critic and booster alike, continuously and consistently. It is an affirmative, educational process. It is the job of combatting attitudes, particularly about commercial aspects.

It is now generally recognized that the primary functions of the NARTB are congressional relations and public relations. Actually, they mean the same thing. Call it lobbying, if you will. It is lobbying for the public good. It is because broadcasting is so important to the public (and hence to the politician) that it commands such great attention—beyond that accorded any other medium.

The task of the special board committee isn't easy. It is dealing with something intangible. Immediate action is indicated, along with longer planning. The committee must think big—and fast.

41,081 Requests Indicate Size of KPRC-TV Rural Audience

George Roesner, dean of Texas farm broadcasters, and his sidekick "Buck" Buchanan are the most widely travelled and best known farm reporters in the Southwest. When they offered seeds on their daily shows recently, they were literally swamped with requests. A total of 41,081 packages of seeds were ordered by ranchers and farmers living in 128 counties . . . proof again of KPRC-TV's tremendous rural audience in the Houston Gulf Coast area.

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE